1985 ONTARIO EXIT SURVEY

TRAVEL ASSOCIATION REGION 6: EASTERN ONTARIO

VOLUME VII

Ontario

Tourism Research Section
MINISTRY OF TOURISM AND RECREATION
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This comprehensive study was conducted on behalf of the Ministry of Tourism and Recreation by Traveldata International. This is a summary of the main findings. Detailed tables are available on request.

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FOREWORD

FOREWORD

The Ontario Ministry of Tourism and Recreation commissioned this study in order to determine the travel habits and characteristics of non-residents of Ontario travelling within the province. Travel by residents of Ontario is excluded. This information will be of assistance for the preparation of both marketing and developmental programs for this Travel Association Region in addition to general economic planning.

Travel data for this regional profile cover the following: origin of travellers, length of stay, seasonality, mode of transportation, purpose of trip, accommodation used, activity participation, tourism advertising, expenditures and socio-economic characteristics.

This calendar year 1985 study, which was conducted by Traveldata International, involved about 10,590 interviews of non-Ontario residents as they exited the province by highway, air and train. Full details on survey methodology are contained in the Technical Appendix which is available under separate documentation.

For any further queries in regards to the methodology employed or to this publication, please contact:

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NOTE: This report contains a separate analysis for the following mode/origin groupings:

- Total (All Origins, All Modes)
- Canadian Origin, All Modes; and
- U.S. Origin, Highway Mode.

Due to the small sample size in this region, the following mode/origin groupings will not be shown:

- U.S. Origin, Air Mode; and
- Other Countries Origin, All Modes.

HIGHLIGHTS
TAR 6: EASTERN ONTARIO

HIGHLIGHTS
TAR 6: EASTERN ONTARIO

Visitation/Trip Characteristics

A total of 5.434 million travellers visited Eastern Ontario (TAR 6) during 1985, or about 20 percent of the total number of travellers to Ontario, making this the Travel Association Region with the third largest share of travellers. Sixty-three percent of the travellers were day visitors, 37 percent overnight visitors. Seventy-one percent were Canadian residents.

With 3.442 million day visitors, this region has a 21 percent share of the day visitors to the province. Twenty-two percent of these originate from the United States (17% from New York alone), 77 percent from other Canadian provinces (almost all from Quebec), and 1 percent from other countries.

The 1.992 million overnight visitors represent an 18 percent share of all overnight visitors to the province. Thirty-six percent are United States residents (13% from New York), 60 percent from other Canadian provinces (40% from Quebec), and 4 percent from other countries.

Forty percent of travellers to the region came in the summer season, from July to September. Sixty-two percent travelled to the region between April and September. October to December saw 26 percent of the visitors, while January to March saw only 12 percent. United States residents who travel by highway were more likely to travel in the July to September season.

For 29 percent of Canadian residents, shopping was the main purpose of the trip. Twenty-eight percent were visiting friends or relatives, 19 percent were travelling for recreation and pleasure, and 10 percent for personal business.

Among United States residents travelling by highway, more than half (58%) were travelling for recreation and pleasure. Only 11 percent were visiting friends or relatives, and 11 percent had no main purpose.

Some of the more popular activities for Canadian residents included shopping, eating in a restaurant, and visiting friends and relatives. United States residents favoured eating in a restaurant, sightseeing, shopping, outdoor/sporting activities and going to historical sites. Eighteen percent of Canadians had personal business to attend to; only 10 percent of Americans did.

The 1.992 million visitors who stayed overnight spent a total of 7.693 million nights in the region, or an average of 3.87 nights, which is below the provincial average of 4.85 nights. Those seven and one-half million nights represent 17 percent of the total nights spent by visitors in Ontario. Canadian residents contributed 61 percent of those nights, United States highway travellers 30 percent.

Of those 7.693 million nights, 43 percent were spent with friends or relatives, 23 percent at hotels or motels, and 15 percent at private cottages. Canadian residents were likely to stay with friends or relatives (57%), at hotels and motels (21%), or go camping (6%). United States highway travellers were likely to stay at a private cottage (40%), at hotels or motels (21%), with friends or relatives (14%) or at a commercial cottage/cabin (10%).

Trip Expenditures

A total of $354.7 million (Canadian) was spent by travellers in the region, 16 percent of all the expenditures by t[illegible]ellers in Ontario. Overnight visitors contribute 77 percent of the dollars spent in the region. Canadian residents account for 54 percent of the total expenditures, United States residents 40 percent, and overseas residents 6 percent. Twenty-seven percent of the expenditures came from Quebec alone, 18 percent from New York, and 11 percent from the Maritimes.

Canadian residents have a lower average expenditure per trip ($38.45) than Americans ($80.03). The overall regional average ($51.30) is lower than most of the averages for most of the TAR regions.

The average expenditure for day visitors was $23.19, and overnight visitors was $80.96.

The travellers spent most of their money on food and beverages (27%), accommodation (21%), automobile expenses (15%), and other items (19%). Eight percent of expenditures were pre-paid, close to the provincial average of 9 percent. United States highway travellers spent a larger proportion of their dollars on food and beverages, accommodation, automobile expenses, and recreation. Canadians spent a larger proportion on other items, but less of their expenditures were pre-paid (only 3 percent as opposed to 5 percent for Americans).

Socio-Economic Characteristics

Of the travellers to the region, approximately 2 in 10 were under 19 years, one-third were 20 to 34 years of age, one-third were 35 to 54 years of age, and 2 in 10 were over 55 years. Overnight visitors were more likely to be over 35 years than same day visitors.

One-third of visitors had a high school education only, while 4 in 10 had been to university. Overnight visitors were more likely to have a higher educational level.

Overnight visitors were more likely to have a higher household income than day visitors. Twenty-four percent of overnight visitors come from a household where the income was over $60,000 (Canadian) per year, as opposed to 17 percent for day visitors. Thirty-one percent of day visitors earned less than $30,000, whereas only 25 percent of overnight visitors were in this category.

Approximately 4 in 10 came from a household where the chief wage earner was a professional/executive/owner/manager, another quarter were skilled labourers, and 17 percent were in sales or clerical functions.

Summary

In terms of number of travellers, this region depends more on Canadian residents (especially Quebecers) than it does on United States residents. Day visitors (63%) outnumber overnight visitors (37%) but the overnight visitors bring in 77 percent of the dollars.

This region receives 20 percent of the travellers to Ontario, but has a slightly smaller share of the expenditure (16%). Despite having a good number of overnight visitors, their overall expenditure level is fairly low because most of them are Canadian residents and have a low average expenditure per trip.

DETAILED FINDINGS

SECTION I
TRIP CHARACTERISTICS

TAR 6: EASTERN ONTARIO

Table 1: Origin of Same Day Visitors

Origin	Destination			
	Region (1)		Province (2)	
	#	%	#	%
USA	762	22.0	13,119	81.8
Michigan	8	0.2	5,426	33.8
New York	599	17.4	5,606	34.9
Ohio	12	0.3	404	2.5
Pennsylvania	59	1.7	440	2.7
Illinois	-	-	160	1.0
Minnesota	-	-	75	0.5
Wisconsin	1	*	62	0.4
Indiana	-	-	94	0.6
Other USA	83	2.4	852	5.3
Canada	2,652	77.2	2,868	17.9
Maritimes	8	0.2	17	0.1
Québec	2,633	76.5	2,744	17.1
Manitoba	2	0.1	90	0.6
Saskatchewan	1	*	3	*
Alberta	7	0.2	10	0.1
British Columbia	1	*	4	*
Others	-	-	-	-
All Other Countries	28	0.8	57	0.4
United Kingdom	-	-	14	0.1
Total (Base) ('000):	3,442 Person Trips	100.0	16,042 Person Trips	100.0
Average Party Size Per Trip:	1.52		1.64	

(1) Based on Person Trips to the Region (where the Region is the Main Destination).

(2) Based on Person Trips to the Province.

* Less than .05 percent.

Table 2: Origin of Overnight Visitors

Origin	Destination			
	Region (1)		Province (2)	
	#	%	#	%
USA	720	36.1	5,313	58.6
Michigan	46	2.3	1,321	14.5
New York	262	13.1	1,074	11.8
Ohio	17	0.9	533	5.9
Pennsylvania	105	5.3	476	5.2
Illinois	11	0.5	243	2.7
Minnesota	4	0.2	214	2.4
Wisconsin	12	0.6	132	1.5
Indiana	13	0.7	114	1.3
Other USA	250	12.5	1,206	13.3
Canada	1,198	60.1	3,391	37.2
Maritimes	186	9.3	487	5.3
Québec	801	40.2	1,827	20.1
Manitoba	44	2.2	523	5.7
Saskatchewan	19	1.0	84	0.9
Alberta	74	3.7	223	2.5
British Columbia	63	3.2	217	2.4
Others	11	0.5	30	0.3
All Other Countries	76	3.8	398	4.4
United Kingdom	31	1.5	106	1.2
Total (Base) ('000):	1,992 Person Visits	100.0	9,100 Person Trips	100.0
Average Party Size Per Trip:	1.80			

(1) Based on Person Visits to the Region (Region in which an overnight visit was made -- note that in deriving the actual number of overnight visitors to a given travel region, Person Visits were counted only once if there were overnight stops in more than one place within the given Region).

(2) Note that two measures of overnight travel are employed, namely Person Visits and Person Trips. The former gives an accurate count of visitation to any given Region within the province, whereas the latter, which is on a main destination basis, is not precise as it does not reflect visitation which may have been made to different Regions on the same trip. Therefore, the grand total of Person Trips/Person Visits for all Regions combined does not reflect a correct provincial total. Only the sum of same day and overnight Person Trips for all Regions combined can be used as the total for Ontario.

TAR 6: EASTERN ONTARIO

Table 3: Length of Stay

Length of Stay	Destination			
	Region(1)		Province(2)	
	#	%	#	%
Day visitors	3,442	63.3	16,042	63.8
Overnight visitors	1,992	36.7	9,100	36.2
Total (Base) ('000):	5,434	100.0	25,142	100.0

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

TAR 6: EASTERN ONTARIO

Table 4: Seasonality By Length of Stay[1]

Season	Same Day		Overnight	
	#	%	#	%
Jan/Feb/Mar	503	14.6	142	7.1
Apr/May/June	752	21.8	475	23.8
July/Aug/Sept	1,210	35.2	952	47.8
Oct/Nov/Dec	976	28.4	424	21.3
Total (Base) ('000):	3,442 Person Trips	100.0	1,992 Person Visits	100.0

(1) See Appendix Table I-B for Seasonality of Travel in Ontario in general.

TAR 6: EASTERN ONTARIO

Table 5: Purpose of Trip

	Destination			
	Region		Province	
	#	%	#	%
Main Purpose				
Visiting friends/relatives	1,222	24.0	5,089	20.2
Recreation/pleasure	1,438	28.3	12,534	49.8
Shopping	1,131	22.3	2,741	10.9
Personal business	488	9.[illegible]	1,673	6.7
Convention	55	1.1	340	1.3
Other business	405	8.0	1,643	6.5
No main purpose	342	6.7	1,135	4.5
		100.0		100.0
Other Purposes				
Visiting friends/relatives	143	2.8	695	2.8
Recreation/pleasure	480	9.4	1,804	7.2
Shopping	207	4.1	1,479	5.9
Personal business	84	1.6	341	1.4
Convention	9	0.2	60	0.2
Other business	144	2.8	1,029	4.1
No other purposes	4,085	80.4	20,079	79.8
Base: Person Trips ('000)	5,082	101.3	25,142	101.4

TAR 6: EASTERN ONTARIO

Table 6: Accommodation

	Destination			
	Region		Province	
	#	%	#	%
Friends/relatives	3,318	43.1	19,842	44.9
Hotel/motor hotel	1,089	14.2	7,156	16.2
Motel	658	8.6	3,551	8.0
Resort lodge	103	1.3	1,196	2.7
Commercial cottage/cabin	444	5.8	1,147	2.6
Private cottage	1,145	14.9	4,599	10.4
Camping/trailer	503	6.5	5,009	11.3
Outfitter/outpost	10	0.1	231	0.5
Marina/unorganized anchorage	17	0.2	72	0.2
All other types	379	4.9	1,082	2.5
Total (Base): Person Nights ('000)	7,693	100.0	44,165	100.0
Average length of stay (nights) in accommodation	3.87 (1)		4.85 (2)	

(1) Based on Person Visits to the Region.

(2) Based on Person Trips to the Province.

Table 7: Activities Participated in at Main Destination

	Destination			
	Region		Province	
	#	%	#	%
General Activities				
Outdoor/sporting activities	998	19.6	4,846	19.3
Sightseeing/touring	1,010	19.9	9,694	38.5
Shopping	2,197	43.2	10,103	40.2
Eating in a restaurant	1,775	34.9	12,722	50.6
Visiting friends/relatives	1,423	28.0	5,786	23.0
Specific Activities				
Went on a boat/rail tour	263	5.2	1,420	5.6
Went to historical sites	554	10.9	2,615	10.4
Went to sporting events	161	3.2	810	3.2
Went to museum/galleries	257	5.1	1,650	6.6
Went to exhibitions/fairs/special events	121	2.4	1,249	5.0
Went to attractions/zoos/amusement parks	181	3.6	2,484	9.9
Went to live theatre/dance/music concerts	63	1.2	675	2.7
Business				
Personal business	807	15.9	2,837	11.3
Business/conventions	378	7.4	1,423	5.7
Other				
Other activities	504	9.9	2,303	9.2
None of these/not stated	366	7.2	577	2.3
TOTAL (1)	11,058	217.6	61,194	243.5
Base: Person Trips ('000)	5,082		25,142	
Average number of activities per Person Trip:	2.18		2.43	

(1) Totals add to more than bases and corresponding percentages to more than 100 percent as Person Trips can be associated with multiple activities.

Table 8: Ontario Tourism Advertising

	Destination	
	Region (1)	Province (2)
Recall Ontario Vacation Travel Advertising in Past Six Months	%	%
No	52.1	40.1
Yes	47.9	59.9
Where Advertising Seen	(100%)	(100%)
Brochure	13.6	10.7
Magazine Advertisement	27.1	22.4
Newspaper Advertisement	31.6	41.1
Newspaper Supplement	3.5	6.8
Radio	28.2	27.6
Television	70.7	78.4
Billboard	8.5	7.0
Travel Agency	12.1	7.4
Ontario Travel Centre	3.2	3.0
Other	2.8	5.0
Influence of Advertising		
Prompted Me To Find Out More About Ontario To A:		
Large degree	12.1	13.2
Small degree	32.2	26.3
Not at all	55.2	60.2
Don't know/not stated	0.5	0.3
Influenced My Decision To Travel To Ontario To A:		
Large degree	7.5	11.9
Small degree	22.0	20.3
Not at all	70.0	67.5
Don't know/not stated	0.5	0.3
Helped Me Decide Which Places or Attractions To Visit To A:		
Large Degree	8.8	13.4
Small degree	24.2	19.5
Not at all	66.5	66.8
Don't know/not stated	0.5	0.3
Base ('000):	2,601	15,064

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

SECTION II
TRIP EXPENDITURES

Table 1: Expenditure By Origin Region[1]

Origin	Destination: Region $	Region %	Province $	Province %
Total[2] ('000)	354,673	100.0	2,223,876	100.0
USA	141,685	39.9	1,302,604	58.5
Michigan	3,360	0.9	320,384	14.4
New York	63,706	18.0	300,753	13.5
Ohio	6,796	1.9	116,250	5.2
Pennsylvania	12,784	3.6	96,531	4.3
Illinois	2,500	0.7	57,969	2.6
Minnesota	356	0.1	37,106	1.7
Wisconsin	739	0.2	25,526	1.1
Indiana	1,275	0.4	28,775	1.3
Other USA	50,169	14.1	319,310	14.4
Canada	190,657	53.8	694,301	31.2
Maritimes	38,169	10.8	117,922	5.3
Québec	94,867	26.7	259,853	11.7
Manitoba	10,177	2.9	107,683	4.8
Saskatchewan	12,872	3.6	33,589	1.5
Alberta	18,787	5.3	97,292	4.4
British Columbia	9,972	2.8	66,348	3.0
Others	5,813	1.6	11,614	0.5
All Other Countries	22,327	6.3	226,982	10.2
United Kingdom	5,009	1.4	50,641	2.3

(1) Based on Households with any expenditure, in current dollars.

(2) Note that total expenditure **excludes** those made by visitors leaving the province by bus, boat and other miscellaneous modes of transportation. Official **total** expenditure by American and other country visitors in Ontario is provided by Statistics Canada. Total spending by residents of other Canadian provinces in Ontario is derived from the Canadian Travel Survey conducted by Tourism Canada.

TAR 6: EASTERN ONTARIO

Table 2: Average Expenditure By Origin and Destination Region (Current$)[1]

Average Expenditure Per Traveller Per Trip (2)			
Origin of Travellers to Region[3]		Destination Region	
USA	$80.03	TAR 1:Southwestern Ontario	$37.32
New York	67.75	TAR 2:Niagara and Midwestern Ontario	38.58
		TAR 3:Grey-Bruce-Huronia-Muskoka	128.81
Canada	$38.45	TAR 4:Metropolitan Toronto	203.74
Maritimes	98.21	TAR 5:Central Ontario	94.46
Québec	21.91	TAR 6:Eastern Ontario	51.30
		TAR 7-12:Northern Ontario	109.39
		TROR 1:Southwest Ontario	40.28
		TROR 2:Central Ontario	101.13
		TROR 3:Eastern Ontario	55.35
		TROR 4:Northeast Ontario	91.74
		TROR 5:Northwest Ontario	104.56
Regional Average	$51.30		

(1) The method used to calculate the average expenditure was as follows: a traveller (denominator) was counted in each and every Region of the province that was visited at all during the trip (without any duplications) -- the expenditure (numerator) was allocated to a given Region according to a prescribed set of rules (see Technical Appendix).

(2) Any length of stay.

(3) Average expenditure is only shown for those origin groupings, where the calculation of said average expenditure is based on a sample size of over 100 households.

TAR 6: EASTERN ONTARIO

Table 3: Itemized Expenditure (Current $)

Item	Expenditures In: Region $	Region %	Province $	Province %
Total ('000)	354,673	100.0	2,223,876	100.0
Public transportation(1)	25,279	7.1	162,259	7.3
Automobile expenses	52,759	14.9	274,594	12.3
Local transportation	7,500	2.1	51,272	2.3
Accommodation	73,422	20.7	552,160	24.8
Food and beverage	95,123	26.8	582,938	26.2
Recreation	32,233	9.1	228,267	10.3
Other	68,357	19.3	372,387	16.7
Prepaid	29,541	8.3	196,200	8.8
Non-prepaid	325,132	91.7	2,027,680	91.2

(1) Air, train, bus, ship expenditure on Canadian carriers only by United States and other country visitors -- fares paid to Canadian carriers by residents of other Canadian provinces were accrued to province of origin of trip.

TAR 6: EASTERN ONTARIO

Table 4: Average and Total Expenditure (Current $) By Length of Stay

	Expenditures In:	
	Region	Province
	$	$
Average Expenditure Per Person Per Trip[1]		
Total	51.30	88.45
• Same day visitor	23.19	24.04
• Overnight visitor	80.96	201.98
Total Expenditures ('000)		
Total	354,673	2,223,876
• Same day visitors	82,122	385,710
• Overnight visitors	272,550	1,838,062

(1) Based on individual's spending in province.

Table 5: Average and Total Expenditure (Current $) By Main Purpose of Trip

	Expenditures In:	
	Region	Province
	$	$
Average Expenditure Per Person Per Trip[1]		
Total	51.30	88.45
• Visiting friends/relatives	37.62	87.73
• Recreation/pleasure	58.56	75.23
• Shopping	23.34	35.96
• Personal business	71.34	91.76
• Convention	197.97	314.32
• Other business	130.37	267.12
• No main purpose	10.51	32.23
Total Expenditures ('000)		
Total	354,673	2,223,876
• Visiting friends/relatives	78,848	446,473
• Recreation/pleasure	128,047	942,987
• Shopping	27,591	98,573
• Personal business	40,781	153,516
• Convention	15,960	106,869
• Other business	59,358	438,883
• No main purpose	4,087	36,584

(1) Based on individual's spending in province.

SECTION III
SOCIO-ECONOMIC CHARACTERISTICS

TAR 6: EASTERN ONTARIO

Table 1: Age and Income of Visitors

	Region	
	Same Day	Overnight
	%	%
Age		
Under 15	12.8	14.2
15 - 19 years	3.3	2.6
20 - 24	13.7	7.3
25 - 34	20.6	18.5
35 - 44	18.4	20.6
45 - 54	13.9	14.1
55 - 64	9.1	14.6
65+	7.8	6.9
Not stated	0.5	1.3
Base ('000):	3,442 Person Trips	1,990 Person Visits
Household Income ($Cdn)		
Less than $12,000	5.0	4.6
$12,000 - $17,999	7.4	3.4
$18,000 - $23,999	10.5	7.8
$24,000 - $29,999	7.9	9.0
$30,000 - $39,999	9.4	17.2
$40,000 - $49,999	16.6	14.4
$50,000 - $59,999	10.6	7.2
$60,000+	17.0	24.3
Refused/not stated	15.5	12.2
Base ('000):	3,442 Person Trips	1,990 Person Visits

TAR 6: EASTERN ONTARIO

Table 2: Occupation and Education of Visitors

	Region	
	Same Day	Overnight
	%	%
Occupation (Chief Wage Earner)		
Professional/executive/owner/manager	39.1	41.2
Skilled labour	26.3	27.3
Sales/clerical	17.0	17.1
Unskilled labour	6.6	6.0
Farmer	0.4	0.5
Retired/pensioned	0.7	1.8
Student/unemployed/homemaker	3.1	2.9
Not stated	6.8	3.4
Base ('000):	3,442 Person Trips	1,990 Person Visits
Education (1)		
Elementary	6.1	3.4
High school	35.9	29.0
Post high school (non-university)	15.7	23.6
University	41.0	41.8
Other	0.6	0.1
Not stated	0.9	1.3
Base ('000):	3,004 Person Trips	1,724 Person Visits

(1) Among those aged 15 and over.

SECTION IV
TRIP CHARACTERISTICS
CANADIAN ORIGIN

TAR 6: EASTERN ONTARIO
(CANADIAN ORIGIN)

Table 1A: Origin of Same Day Visitors

Origin	Destination			
	Region (1)		Province (2)	
	#	%	#	%
Canada	2,652	100.0	2,867	100.0
Maritimes	8	0.3	17	0.6
Québec	2,633	99.3	2,744	95.7
Manitoba	2	0.1	90	3.1
Saskatchewan	1	*	3	0.1
Alberta	7	0.3	10	0.3
British Columbia	1	*	4	0.1
Others	-	-	-	-
Total (Base) ('000):	2,652 Person Trips	100.0	2,867 Person Trips	100.0
Average Party Size Per Trip:	1.47		1.46	

(1) Based on Person Trips to the Region (where the Region is the Main Destination).

(2) Based on Person Trips to the Province.

* Less than .05 percent.

TAR 6: EASTERN ONTARIO
(CANADIAN ORIGIN)

Table 2A: Origin of Overnight Visitors

Origin	Destination			
	Region (1)		Province (2)	
	#	%	#	%
Canada	1,198	100.0	3,389	100.0
Maritimes	186	15.5	487	14.4
Québec	801	66.9	1,827	53.9
Manitoba	44	3.7	523	15.4
Saskatchewan	19	1.6	84	2.5
Alberta	74	6.2	222	6.6
British Columbia	63	5.3	217	6.4
Others	11	0.9	30	0.9
Total (Base) ('000):	1,198 Person Visits	100.0	3,389 Person Trips	100.0
Average Party Size Per Trip:	1.80			

(1) Based on Person Visits to the Region (Region in which an overnight visit was made -- note that in deriving the actual number of overnight visitors to a given travel Region, Person Visits were counted only once if there were overnight stops in more than one place within the given Region).

(2) Note that two measures of overnight travel are employed, namely Person Visits and Person Trips. The former gives an accurate count of visitation to any given Region within the province, whereas the latter, which is on a main destination basis, is not precise as it does not reflect visitation which may have been made to different Regions on the same trip. Therefore, the grand total of Person Trips/Person Visits for all Regions combined does not reflect a correct provincial total. Only the sum of same day and overnight Person Trips for all Regions combined can be used as the total for Ontario.

TAR 6: EASTERN ONTARIO
(CANADIAN ORIGIN)

Table 3A: Length of Stay

Length of Stay	Destination			
	Region(1)		Province(2)	
	#	%	#	%
Day visitors	2,652	68.9	2,867	45.8
Overnight visitors	1,198	31.1	3,389	54.2
Total (Base) ('000):	3,850	100.0	6,256	100.0

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

TAR 6: EASTERN ONTARIO
(CANADIAN ORIGIN)

Table 4A: Seasonality By Length of Stay[1]

Season	Same Day		Overnight	
	#	%	#	%
Jan/Feb/Mar	396	14.9	98	8.2
Apr/May/June	560	21.2	320	26.7
July/Aug/Sept	843	31.8	505	42.2
Oct/Nov/Dec	853	32.2	274	22.9
Total (Base) ('000):	2,652 Person Trips	100.0	1,198 Person Visits	100.0

(1) See Appendix Table I-B for Seasonality of Travel in Ontario in general.

TAR 6: EASTERN ONTARIO
(CANADIAN ORIGIN)

Table 5A: Purpose of Trip

	Destination			
	Region		Province	
	#	%	#	%
Main Purpose				
Visiting friends/relatives	1,016	27.9	2,165	34.6
Recreation/pleasure	676	18.6	1,482	23.7
Shopping	1,039	28.6	1,054	16.8
Personal business	380	10.4	513	8.2
Convention	26	0.7	117	1.9
Other business	301	8.3	683	10.9
No main purpose	197	5.4	243	3.9
		100.0		100.0
Other Purposes				
Visiting friends/relatives	116	3.2	316	5.0
Recreation/pleasure	370	10.2	676	10.8
Shopping	125	3.5	453	7.2
Personal business	73	2.0	133	2.1
Convention	4	0.1	14	0.2
Other business	85	2.3	166	2.7
No other purposes	2,920	80.3	4,668	74.6
Base: Person Trips ('000)	3,636	101.6	6,256	102.6

TAR 6: EASTERN ONTARIO
(CANADIAN ORIGIN)

Table 6A: Accommodation

	Destination			
	Region		Province	
	#	%	#	%
Friends/relatives	2,686	57.3	11,984	56.5
Hotel/motor hotel	568	12.1	2,359	11.1
Motel	395	8.4	1,015	4.8
Resort lodge	13	0.3	78	0.4
Commercial cottage/cabin	198	4.2	349	1.6
Private cottage	199	4.2	1,588	7.5
Camping/trailer	276	5.9	2,941	13.9
Outfitter/outpost	-	-	-	-
Marina/unorganized anchorage	1	*	5	*
All other types	334	7.1	651	3.1
Total (Base): Person Nights ('000)	4,690	100.0	21,206	100.0
Average length of stay (nights) in accommodation	3.92 (1)		6.26 (2)	

(1) Based on Person Visits to the Region.

(2) Based on Person Trips to the Province.

* Less than 0.05 percent.

TAR 6: EASTERN ONTARIO
(CANADIAN ORIGIN)

Table 7A: Activities Participated in at Main Destination

	Destination			
	Region		Province	
	#	%	#	%
General Activities				
Outdoor/sporting activities	679	18.7	1,314	21.0
Sightseeing/touring	500	13.8	1,734	27.7
Shopping	1,701	46.8	3,060	48.9
Eating in a restaurant	1,029	28.3	2,495	39.9
Visiting friends/relatives	1,191	32.8	2,629	42.0
Specific Activities				
Went on a boat/rail tour	132	3.6	309	4.9
Went to historical sites	314	8.6	727	11.6
Went to sporting events	137	3.8	295	4.7
Went to museum/galleries	158	4.3	444	7.1
Went to exhibitions/fairs/special events	87	2.4	435	7.0
Went to attractions/zoos/amusement parks	100	2.7	637	10.2
Went to live theatre/dance/music concerts	46	1.3	194	3.1
Business				
Personal business	656	18.0	1,033	16.5
Business/conventions	297	8.2	703	11.2
Other				
Other activities	374	10.3	600	9.6
None of these/not stated	205	5.6	241	3.8
TOTAL (1)	7,606	209.2	16,820	269.2
Base: Person Trips ('000)	3,636		6,256	
Average number of activities per Person Trip:	2.09		2.69	

(1) Totals add to more than bases and corresponding percentages to more than 100 percent as Person Trips can be associated with multiple activities.

TAR 6: EASTERN ONTARIO
(CANADIAN ORIGIN)

Table 8A: Ontario Tourism Advertising

	Destination	
	Region (1)	Province (2)
Recall Ontario Vacation Travel Advertising in Past Six Months	%	%
No	55.0	58.3
Yes	45.0	41.7
Where Advertising Seen	(100%)	(100%)
Brochure	13.6	11.6
Magazine Advertisement	26.7	28.9
Newspaper Advertisement	28.7	30.3
Newspaper Supplement	2.7	3.6
Radio	28.2	26.1
Television	68.2	67.8
Billboard	11.3	11.0
Travel Agency	14.7	11.6
Ontario Travel Centre	3.7	4.0
Other	2.9	3.3
Influence of Advertising		
Prompted Me To Find Out More About Ontario To A:		
Large degree	10.7	10.6
Small degree	35.9	31.3
Not at all	53.0	57.5
Don't know/not stated	0.4	0.6
Influenced My Decision To Travel To Ontario To A:		
Large degree	5.5	7.2
Small degree	21.1	18.7
Not at all	72.9	73.6
Don't know/not stated	0.5	0.4
Helped Me Decide Which Places or Attractions To Visit To A:		
Large Degree	7.6	9.1
Small degree	25.6	21.8
Not at all	66.3	68.5
Don't know/not stated	0.5	0.5
Base ('000):	1,732	2,606

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

SECTION V
TRIP EXPENDITURES
CANADIAN ORIGIN

TAR 6: EASTERN ONTARIO
(CANADIAN ORIGIN)

Table 1A: Expenditure By Origin Region[1]

Origin	Destination			
	Region		Province	
	$	%	$	%
Canada[2] ('000)	190,658	100.0	694,299	100.0
Maritimes	38,169	20.0	117,922	17.0
Québec	94,867	49.8	259,853	37.4
Manitoba	10,177	5.3	107,683	15.5
Saskatchewan	12,872	6.8	33,589	4.8
Alberta	18,787	9.9	97,292	14.0
British Columbia	9,972	5.2	66,348	9.6
Others	5,813	3.0	11,614	1.7

(1) Based on Households with any expenditure, in current dollars.

(2) Note that total expenditure **excludes** those made by visitors leaving the province by bus, boat and other miscellaneous modes of transportation. Official **total** expenditure by American and other country visitors in Ontario is provided by Statistics Canada. Total spending by residents of other Canadian provinces in Ontario is derived from the Canadian Travel Survey conducted by Tourism Canada.

TAR 6: EASTERN ONTARIO
(CANADIAN ORIGIN)

Table 2A: Average Expenditure By Origin and Destination Region (Current$)[1]

Origin of Travellers to Region[3]	Average Expenditure Per Traveller Per Trip (2)	Destination Region	
Canada	$38.45	TAR 1:Southwestern Ontario	$121.50
Maritimes	98.21	TAR 2:Niagara and Midwestern Ontario	167.66
Québec	21.91	TAR 3:Grey-Bruce-Huronia-Muskoka	107.52
		TAR 4:Metropolitan Toronto	174.42
		TAR 5:Central Ontario	85.41
		TAR 6:Eastern Ontario	38.45
		TAR 7-12:Northern Ontario	93.82
		TROR 1:Southwest Ontario	132.14
		TROR 2:Central Ontario	187.74
		TROR 3:Eastern Ontario	41.05
		TROR 4:Northeast Ontario	106.40
		TROR 5:Northwest Ontario	62.19
Regional Average	$38.45		

(1) The method used to calculate the average expenditure was as follows: a traveller (denominator) was counted in each and every Region of the province that was visited at all during the trip (without any duplications) -- the expenditure (numerator) was allocated to a given Region according to a prescribed set of rules (see Technical Appendix).

(2) Any length of stay.

(3) Average expenditure is only shown for those origin groupings, where the calculation of said average expenditure is based on a sample size of over 100 households.

TAR 6: EASTERN ONTARIO
(CANADIAN ORIGIN)

Table 3A: Itemized Expenditure (Current $)

Item	Expenditures In: Region $	Region %	Province $	Province %
Total ('000)	190,658	100.0	694,299	100.0
Public transportation(1)	8,830	4.6	28,746	4.1
Automobile expenses	29,042	15.2	114,521	16.5
Local transportation	6,110	3.2	31,191	4.5
Accommodation	35,627	18.7	154,319	22.2
Food and beverage	43,725	22.9	174,116	25.1
Recreation	15,344	8.0	55,467	8.0
Other	51,982	27.3	135,939	19.6
Prepaid	5,586	2.9	24,487	3.5
Non-prepaid	185,072	97.1	669,812	96.5

(1) Air, train, bus, ship expenditure on Canadian carriers only by United States and other country visitors -- fares paid to Canadian carriers by residents of other Canadian provinces were accrued to province of origin of trip.

TAR 6: EASTERN ONTARIO
(CANADIAN ORIGIN)

Table 4A: Average and Total Expenditure (Current $) By Length of Stay

	Expenditures In:	
	Region	Province
	$	$
Average Expenditure Per Person Per Trip[1]		
Total	38.45	110.98
• Same day visitor	17.71	19.76
• Overnight visitor	63.40	188.15
Total Expenditures ('000)		
Total	190,658	694,299
• Same day visitors	47,832	56,651
• Overnight visitors	142,827	637,649

(1) Based on individual's spending in province.

TAR 6: EASTERN ONTARIO
(CANADIAN ORIGIN)

Table 5A: Average and Total Expenditure (Current $) By Main Purpose of Trip

	Expenditures In:	
	Region	Province
	$	$
Average Expenditure Per Person Per Trip[1]		
Total	38.45	110.98
• Visiting friends/relatives	31.00	98.21
• Recreation/pleasure	32.98	105.11
• Shopping	24.10	24.38
• Personal business	67.66	150.03
• Convention	214.67	318.96
• Other business	99.12	266.07
• No main purpose	11.40	17.29
Total Expenditures ('000)		
Total	190,658	694,299
• Visiting friends/relatives	54,066	212,623
• Recreation/pleasure	37,540	155,775
• Shopping	25,047	25,691
• Personal business	30,210	76,967
• Convention	7,621	37,318
• Other business	33,687	181,726
• No main purpose	2,487	4,201

(1) Based on individual's spending in province.

SECTION VI

SOCIO-ECONOMIC CHARACTERISTICS

CANADIAN ORIGIN

TAR 6: EASTERN ONTARIO
(CANADIAN ORIGIN)

Table 1A: Age and Income of Visitors

	Region	
	Same Day	Overnight
	%	%
Age		
Under 15	12.0	16.9
15 - 19 years	3.1	2.1
20 - 24	15.4	9.6
25 - 34	19.3	18.5
35 - 44	19.0	22.3
45 - 54	13.0	10.9
55 - 64	8.4	12.9
65+	9.3	5.4
Not stated	0.6	1.3
Base ('000):	2,652 Person Trips	1,196 Person Visits
Household Income ($Cdn)		
Less than $12,000	3.9	5.3
$12,000 - $17,999	9.4	5.3
$18,000 - $23,999	11.8	8.6
$24,000 - $29,999	7.9	9.7
$30,000 - $39,999	8.2	20.2
$40,000 - $49,999	17.1	13.3
$50,000 - $59,999	13.6	11.0
$60,000+	11.8	13.7
Refused/not stated	16.3	12.9
Base ('000):	2,652 Person Trips	1,196 Person Visits

TAR 6: EASTERN ONTARIO
(CANADIAN ORIGIN)

Table 2A: Occupation and Education of Visitors

	Region	
	Same Day	Overnight
	%	%
Occupation (Chief Wage Earner)		
Professional/executive/owner/manager	40.6	41.4
Skilled labour	25.6	25.0
Sales/clerical	16.3	17.8
Unskilled labour	6.3	6.6
Farmer	0.2	0.6
Retired/pensioned	0.6	1.5
Student/unemployed/homemaker	3.5	3.1
Not stated	6.9	4.0
Base ('000):	2,652 Person Trips	1,196 Person Visits
Education[1]		
Elementary	6.9	4.1
High school	35.9	24.3
Post high school (non-university)	15.5	29.2
University	40.3	39.8
Other	0.6	0.1
Not stated	0.8	1.1
Base ('000):	2,335 Person Trips	1,007 Person Visits

(1) Among those aged 15 and over.

SECTION VII
TRIP CHARACTERISTICS
U.S. ORIGIN, HIGHWAY MODE

TAR 6: EASTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 1B: Origin of Same Day Visitors

Origin	Destination			
	Region (1)		Province (2)	
	#	%	#	%
USA	755	100.0	13,073	100.0
Michigan	8	1.0	5,420	41.5
New York	599	79.4	5,594	42.8
Ohio	12	1.6	394	3.0
Pennsylvania	59	7.8	438	3.4
Illinois	-	-	160	1.2
Minnesota	-	-	75	0.6
Wisconsin	1	0.1	61	0.5
Indiana	-	-	94	0.7
Other USA	76	10.1	835	6.4
Total (Base) ('000):	755 Person Trips	100.0	13,073 Person Trips	100.0
Average Party Size Per Trip:	1.70		1.69	

(1) Based on Person Trips to the Region (where the Region is the Main Destination).

(2) Based on Person Trips to the Province.

TAR 6: EASTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 28: Origin of Overnight Visitors .

Origin	Destination			
	Region (1)		Province (2)	
	#	%	#	%
USA	644	100.0	4,773	100.0
Michigan	45	7.1	1,289	27.0
New York	252	39.1	997	20.9
Onio	14	2.2	487	10.2
Pennsylvania	103	16.1	431	9.0
Illinois	9	1.4	220	4.6
Minnesota	2	0.3	203	4.3
Wisconsin	12	1.8	120	2.5
Indiana	13	2.0	107	2.2
Other USA	193	30.0	918	19.2
Total (Base) ('000):	644 Person Visits	100.0	4,773 Person Visits	100.0
Average Party Size Per Trip:	2.01			

(1) Based on Person Visits to the Region (Region in which an overnight visit was made -- note that in deriving the actual number of overnight visitors to a given travel Region, Person Visits were counted only once if there were overnight stops in more than one place within the given Region).

(2) Note that two measures of overnight travel are employed, namely Person Visits and Person Trips. The former gives an accurate count of visitation to any given Region within the province, whereas the latter, which is on a main destination basis, is not precise as it does not reflect visitation which may have been made to different Regions on the same trip. Therefore, the grand total of Person Trips/Person Visits for all Regions combined does not reflect a correct provincial total. Only the sum of same day and overnight Person Trips for all Regions combined can be used as the total for Ontario.

TAR 6: EASTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 3B: Length of Stay

Length of Stay	Destination			
	Region(1)		Province(2)	
	#	%	#	%
Day visitors	755	54.0	13,073	73.3
Overnight visitors	644	46.0	4,773	26.7
Total (Base) ('000):	1,399	100.0	17,846	100.0

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

TAR 6: EASTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 4B: Seasonality By Length of Stay[1]

Season	Same Day		Overnight	
	#	%	#	%
Jan/Feb/Mar	107	14.2	21	3.3
Apr/May/June	186	24.6	126	19.6
July/Aug/Sept	343	45.4	387	60.1
Oct/Nov/Dec	119	15.8	109	16.9
Total (Base) ('000):	755 Person Trips	100.0	644 Person Visits	100.0

(1) See Appendix Table I-B for Seasonality of Travel in Ontario in general.

TAR 6: EASTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 5B: Purpose of Trip

	Destination			
	Region		Province	
	#	%	#	%
Main Purpose				
Visiting friends/relatives	144	11.1	2,588	14.5
Recreation/pleasure	750	58.2	10,877	60.9
Shopping	92	7.1	1,686	9.4
Personal business	92	7.2	1,090	6.1
Convention	14	1.1	129	0.7
Other business	54	4.2	608	3.4
No main purpose	144	11.1	878	4.9
		100.0		100.0
Other Purposes				
Visiting friends/relatives	23	1.8	336	1.9
Recreation/pleasure	81	6.3	963	5.4
Shopping	73	5.6	965	5.4
Personal business	4	0.3	183	1.0
Convention	3	0.3	41	0.2
Other business	55	4.3	820	4.6
No other purposes	1,061	82.3	14,675	82.2
Base: Person Trips ('000)	1,290	100.9	17,846	100.7

TAR 6: EASTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 6B: Accommodation

	Destination			
	Region		Province	
	#	%	#	%
Friends/relatives	316	13.5	3,866	23.6
Hotel/motor hotel	291	12.4	3,159	19.2
Motel	211	9.0	2,223	13.5
Resort lodge	76	3.2	1,042	6.3
Commercial cottage/cabin	242	10.3	775	4.7
Private cottage	946	40.4	2,916	17.8
Camping/trailer	227	9.7	2,028	12.4
Outfitter/outpost	10	0.4	220	1.3
Marina/unorganized anchorage	16	0.7	67	0.4
All other types	2	0.1	90	0.5
Total (Base): Person Nights ('000)	2,342	100.0	16,413	100.0
Average length of stay (nights) in accommodation	3.64 (1)		3.44 (2)	

(1) Based on Person Visits to the Region.

(2) Based on Person Trips to the Province.

TAR 6: EASTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 7B: Activities Participated in at Main Destination

	Destination			
	Region		Province	
	#	%	#	%
General Activities				
Outdoor/sporting activities	305	23.7	3,414	19.1
Sightseeing/touring	430	33.3	7,467	41.8
Shopping	428	33.2	6,481	36.3
Eating in a restaurant	637	49.4	9,414	52.7
Visiting friends/relatives	181	14.1	2,743	15.4
Specific Activities				
Went on a boat/rail tour	116	9.0	978	5.5
Went to historical sites	206	15.9	1,674	9.4
Went to sporting events	21	1.6	461	2.6
Went to museum/galleries	66	5.1	1,054	5.9
Went to exhibitions/fairs/special events	26	2.0	713	4.0
Went to attractions/zoos/amusement parks	70	5.4	1,680	9.4
Went to live theatre/dance/music concerts	7	0.5	397	2.2
Business				
Personal business	129	10.0	1,669	9.3
Business/conventions	20	1.5	332	1.9
Other				
Other activities	110	8.5	1,588	8.9
None of these/not stated	161	12.5	328	1.8
TOTAL(1)	2,913	225.7	40,393	226.2
Base: Person Trips ('000)	1,290		17,846	
Average number of activities per Person Trip:	2.26		2.26	

(1) Totals add to more than bases and corresponding percentages to more than 100 percent as Person Trips can be associated with multiple activities.

TAR 6: EASTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 8B: Ontario Tourism Advertising

	Destination	
	Region (1)	Province (2)
Recall Ontario Vacation Travel Advertising in Past Six Months	%	%
No	42.0	32.5
Yes	58.0	67.5
Where Advertising Seen	(100%)	(100%)
Brochure	13.1	10.5
Magazine Advertisement	26.3	20.5
Newspaper Advertisement	38.3	43.9
Newspaper Supplement	5.3	7.5
Radio	30.0	28.5
Television	77.1	81.4
Billboard	2.9	6.3
Travel Agency	5.8	6.2
Ontario Travel Centre	1.8	2.9
Other	1.3	5.2
Influence of Advertising		
Prompted Me To Find Out More About Ontario To A:		
Large degree	14.3	13.7
Small degree	24.7	25.4
Not at all	60.4	60.7
Don't know/not stated	0.6	0.2
Influenced My Decision To Travel To Ontario To A:		
Large degree	11.5	13.0
Small degree	23.5	20.8
Not at all	64.4	66.0
Don't know/not stated	0.6	0.2
Helped Me Decide Which Places or Attractions To Visit To A:		
Large Degree	11.0	14.4
Small degree	21.8	19.1
Not at all	66.7	66.2
Don't know/not stated	0.6	0.2
Base ('000):	812	12,046

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

SECTION VIII

TRIP EXPENDITURES

U.S. ORIGIN, HIGHWAY MODE

TAR 6: EASTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 1B: Expenditure By Origin Region[1]

Origin	Destination			
	Region		Province	
	$	%	$	%
USA[2] ('000)	106,672	100.0	1,053,598	100.0
Michigan	3,261	3.1	310,322	29.5
New York	62,119	58.2	265,192	25.2
Ohio	2,649	2.5	92,408	8.8
Pennsylvania	12,175	11.4	82,310	7.8
Illinois	1,191	1.1	51,071	4.8
Minnesota	119	0.1	30,002	2.8
Wisconsin	739	0.7	20,071	1.9
Indiana	1,007	0.9	26,001	2.5
Other USA	23,411	21.9	176,219	16.7

(1) Based on Households with any expenditure, in current dollars.

(2) Note that total expenditure **excludes** those made by visitors leaving the province by bus, boat and other miscellaneous modes of transportation. Official **total** expenditure by American and other country visitors in Ontario is provided by Statistics Canada. Total spending by residents of other Canadian provinces in Ontario is derived from the Canadian Travel Survey conducted by Tourism Canada.

TAR 6: EASTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 2B: Average Expenditure By Origin and Destination Region (Current $)[1]

Origin of Travellers to Region[3]	Average Expenditure Per Traveller Per Trip (2)	Destination Region	Average Expenditure Per Traveller Per Trip (2)
USA	$63.32	TAR 1:Southwestern Ontario	$33.35
New York	66.85	TAR 2:Niagara and Midwestern Ontario	29.22
		TAR 3:Grey-Bruce-Huronia-Muskoka	104.07
		TAR 4:Metropolitan Toronto	128.38
		TAR 5:Central Ontario	101.33
		TAR 6:Eastern Ontario	63.32
		TAR 7-12:Northern Ontario	116.76
		TROR 1:Southwest Ontario	34.25
		TROR 2:Central Ontario	51.53
		TROR 3:Eastern Ontario	70.50
		TROR 4:Northeast Ontario	85.74
		TROR 5:Northwest Ontario	156.01
Regional Average	$63.32		

(1) The method used to calculate the average expenditure was as follows: a traveller (denominator) was counted in each and every Region of the province that was visited at all during the trip (without any duplications) -- the expenditure (numerator) was allocated to a given Region according to a prescribed set of rules (see Technical Appendix).

(2) Any length of stay.

(3) Average expenditure is only shown for those origin groupings, where the calculation of said average expenditure is based on a sample size of over 100 households.

TAR 5: EASTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 3B: Itemized Expenditure (Current $)

Item	Expenditures In: Region $	Region %	Province $	Province %
Total ('000)	106,672	100.0	1,053,598	100.0
Public transportation(1)	197	0.2	19,256	1.8
Automobile expenses	18,864	17.7	128,089	12.2
Local transportation	142	0.1	7,116	0.7
Accommodation	22,358	21.0	262,080	24.9
Food and beverage	41,127	38.6	311,826	29.6
Recreation	15,068	14.1	148,125	14.1
Other	8,915	8.4	177,100	16.8
Prepaid	5,385	5.0	50,406	4.8
Non-prepaid	101,287	95.0	1,003,192	95.2

(1) Air, train, bus, ship expenditure on Canadian carriers only by United States and other country visitors -- fares paid to Canadian carriers by residents of other Canadian provinces were accrued to province of origin of trip.

TAR 6: EASTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 4B: Average and Total Expenditure (Current $) By Length of Stay

	Expenditures In:	
	Region	Province
	$	$
Average Expenditure Per Person Per Trip[1]		
Total	63.32	59.04
• Same day visitor	41.17	24.31
• Overnight visitor	83.60	154.12
Total Expenditures ('000)		
Total	106,672	1,053,598
• Same day visitors	33,063	317,862
• Overnight visitors	73,608	735,624

(1) Based on individual's spending in province.

TAR 6: EASTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 5B: Average and Total Expenditure (Current $) By Main Purpose of Trip

	Expenditures In:	
	Region	Province
	$	$
Average Expenditure Per Person Per Trip[1]		
Total	63.32	59.04
• Visiting friends/relatives	37.99	42.73
• Recreation/pleasure	85.50	66.37
• Shopping	26.90	43.06
• Personal business	21.88	32.76
• Convention	30.84	137.76
• Other business	90.71	114.83
• No main purpose	9.44	28.72
Total Expenditures ('000)		
Total	106,672	1,053,598
• Visiting friends/relatives	9,068	110,596
• Recreation/pleasure	84,828	721,883
• Shopping	2,544	72,601
• Personal business	2,348	35,707
• Convention	890	17,771
• Other business	5,410	69,819
• No main purpose	1,582	25,220

(1) Based on individual's spending in province.

SECTION IX
SOCIO-ECONOMIC CHARACTERISTICS
U.S. ORIGIN, HIGHWAY MODE

TAR 6: EASTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 1B: Age and Income of Visitors

	Region	
	Same Day	Overnight
	%	%
Age		
Under 15	15.0	12.3
15 - 19 years	4.3	3.7
20 - 24	8.5	3.4
25 - 34	24.7	17.2
35 - 44	15.6	17.7
45 - 54	17.7	19.0
55 - 64	11.6	16.4
65+	2.5	8.8
Not stated	0.1	1.5
Base ('000):	755 Person Trips	644 Person Visits
Household Income ($Cdn)		
Less than $12,000	9.0	3.1
$12,000 - $17,999	0.8	0.4
$18,000 - $23,999	6.1	7.1
$24,000 - $29,999	8.3	7.5
$30,000 - $39,999	14.1	13.9
$40,000 - $49,999	15.4	18.8
$50,000 - $59,999	0.7	0.9
$60,000+	35.6	39.9
Refused/not stated	9.9	8.4
Base ('000):	755 Person Trips	644 Person Visits

TAR 6: EASTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 2B: Occupation and Education of Visitors

	Region	
	Same Day	Overnight
	%	%
Occupation (Chief Wage Earner)		
Professional/executive/owner/manager	34.1	38.1
Skilled labour	30.1	32.6
Sales/clerical	17.1	16.6
Unskilled labour	8.1	5.5
Farmer	0.8	0.3
Retired/pensioned	1.0	2.1
Student/unemployed/homemaker	1.8	2.8
Not stated	6.9	2.1
Base ('000):	755 Person Trips	644 Person Visits
Education[1]		
Elementary	3.4	1.8
High school	36.3	41.1
Post high school (non-university)	17.0	17.5
University	41.9	38.0
Other	0.5	0.1
Not stated	0.9	1.5
Base ('000):	642 Person Trips	565 Person Visits

(1) Among those aged 15 and over.

APPENDIX I
STUDY DESIGN SUMMARY

STUDY DESIGN SUMMARY

1. Background

The 1985 Ontario Exit Survey was commissioned by the Province of Ontario to provide up-to-date information on non-resident visitors to the province.

The study complements the Ontario Travel Survey, a survey of Ontario resident travel, conducted in 1982 and updated in 1985.

2. Objectives

The 1985 Ontario Exit Survey was designed to meet the following broad objectives:

- to measure the volume and value of tourism to the province and to its tourist regions;
- to obtain detailed information regarding trip and traveller characteristics;
- to measure visitor awareness of Ontario destination advertising.

The information will be of assistance for the preparation of both marketing and development programs in the Ontario travel industry, in addition to general economic planning.

3. Design Summary

(a) Study Method

The study involved interviewing non-resident visitors as they left the province at:

- provincial and international highway exits;
- airports on out-of-province flights, both scheduled and charter;
- trains leaving the province.

Excluded from the study were those leaving the province by bus or boat.

(b) Time Frame

The study was conducted for a full twelve months, from January 19th, 1985, through to February 25th, 1986.

Specific locations of interviews and dates are included in the Technical Report.

(c) Interviewing Procedure

Non-resident visitors were interviewed at exit points and surveyed in person by trained interviewers.

Highway surveying was carried out at U.S. border crossings, major provincial border locations, and at Ottawa bridges. The survey firm, Traveldata International, worked closely with the Ministry of Transportation and Communication in designing safe and effective inter-provincial highway interviewing procedures.

Airport interviewing was carried out in the departure lounges of outbound flights, train interviews onboard trains leaving the province.

The procedures are described in full detail in Section C of the Technical Report.

Copies of the questionnaires are appended to this report for reference.

(d) Sample Design

The sample is, technically, a multi-stage stratified probability sample. The different stages or levels of sampling ensure a representative sample. A systematic sampling procedure ensured a spread of stints over the full 12 months. At each stage, quotas were established for each of several alternatives, or systematic sampling was employed so that the final sample included:

- each quarter of the year properly covered;

- all types of non-commercial vehicles, both chartered and scheduled aircraft, and a representative sampling of trains;
- a spread of different ports within each mode;
- both weekdays and weekends;
- different times of day;
- a spread of dates within each season;
- a random sample of eligible exiting visitors.

In fact, two separate samples were drawn, each replicating the other. This permitted determination of the reliability or accuracy of the data.

The procedures used at each stage of sampling were carefully controlled and rigorously followed. The results were subsequently computer weighted to reflect the probabilities of selection and to generate visitor projections.

Sampling was carried out during daylight hours at highway locations. To account for nighttime traffic, a special observation and counting procedure was set up to estimate the number of non-resident visitors leaving the province during hours of darkness.

(e) Interview Completions

The following number of personal interviews were completed:

- Quarter One: 1,164 interviews
- Quarter Two: 3,904 interviews
- Quarter Three: 4,154 interviews
- Quarter Four: 1,368 interviews
- TOTAL: 10,590 interviews.

Results

The findings of the study are presented in the following volumes:

A. Analysis:
- Volume I -- Ontario
- Volume II -- TAR 1: Southwestern Ontario
- Volume III -- TAR 2: Niagara and Midwestern Ontario
- Volume IV -- TAR 3: Grey Bruce-Huronia-Muskoka
- Volume V -- TAR 4: Metropolitan Toronto
- Volume VI -- TAR 5: Central Ontario
- Volume VII -- TAR 6: Eastern Ontario
- Volume VIII -- TAR 7-12: Northern Ontario
- Volume IX -- TROR 1: Southwestern Ontario
- Volume X -- TROR 2: Central Ontario

Volume XI -- TROR 3: Eastern Ontario
Volume XII -- TROR 4: Northeastern Ontario
Volume XIII -- TROR 5: Northwestern Ontario
Volume XIV -- Technical Report
Volume XV -- Detailed Tables

APPENDIX II
TABLES

TABLE I-A

Same Day and Overnight Travel By Destination Region

Destination	Same Day		Overnight		Total	
	#	%	#	%	#	%
TAR 1:Southwestern Ontario	5,389	33.6	1,296	11.8	6,685	24.7
2:Niagara/Midwestern Ontario	5,874	36.6	1,938	17.6	7,812	28.9
3:Grey-Bruce-Huronia-Muskoka	12	0.1	405	3.7	417	1.5
4:Metropolitan Toronto	520	3.2	2,994	27.2	3,514	13.0
5:Central Ontario	24	0.1	537	4.9	561	2.1
6:Eastern Ontario	3,442	21.5	1,992	18.1	5,434	20.1
7:Almaguin-Nippising	-	-	134	1.2	134	0.5
8:Rainbow Country	1	*	290	2.6	291	1.1
9:Algoma-Kinniwabi	537	3.3	372	3.4	909	3.4
10:Cochrane-Timiskaming	4	*	87	0.8	91	0.3
11:North of Superior	25	0.2	329	3.0	354	1.3
12:Northwestern Ontario	185	1.2	620	5.6	805	3.0
Total (Base) ('000):	16,042 Person Trips	100.0	10,994 Person Visits	100.0	27,036	100.0
7-12:Northern Ontario(1)	753	4.7	1,297	14.3	2,050	9.5
TRORl:Southern Ontario	5,412	33.7	1,537	14.8	6,949	26.3
2:Central Ontario	6,405	39.9	4,957	47.6	11,362	43.0
3:Eastern Ontario	3,443	21.5	2,260	21.7	5,703	21.6
4:Northeastern Ontario	542	3.4	766	7.4	1,308	4.9
5:Northwestern Ontario	211	1.3	896	8.6	1,107	4.2
Total (Base) ('000):	16,042 Person Trips	100.0	10,416 Person Visits	100.0	26,458	100.0

* Less than .05 percent.

(1) Based on Person Trips to the Region by same day visitors and Person Trips to the Region by overnight visitors.

TABLE I-B

Seasonality of Travel In Ontario By Length of Stay

Season	Same Day		Overnight	
	#	%	#	%
Jan/Feb/Mar	2,738	17.1	1,162	11.2
Apr/May/June	4,088	25.5	2,328	22.4
July/Aug/Sept	6,182	38.5	5,324	51.1
Oct/Nov/Dec	3,035	18.9	1,603	15.4
Total (Base) Person Trips ('000):	16,042 Person Trips	100.0	10,416 Person Visits	100.0

TABLE I-C

Total Expenditure In Ontario By Origin and Destination Region (Current$)

Origin	Destination						
	TAR 1 South-Western Ontario	TAR 2 Niagara/ Midwest Ontario	TAR 3 Grey-Bruce -Huronia -Muskoka	TAR 4 Metro Toronto	TAR 5 Central Ontario	TAR 6 Eastern Ontario	TAR 7-12 Northern Onta-io
USA	267,165	271,192	24,087	386,799	25,477	141,685	183,955
Michigan	174,603	30,570	6,387	61,926	3,879	3,360	39,083
New York	24,120	111,532	6,244	82,861	5,007	63,706	6,851
Ohio	14,508	31,389	1,689	38,063	6,269	6,796	17,514
Pennsylvania	1,236	32,121	1,717	37,255	4,200	12,784	6,859
Illinois	9,457	8,683	1,016	13,007	303	2,500	22,738
Minnesota	908	518	57	6,437	-	356	28,827
Wisconsin	2,331	5,291	1,514	5,096	95	739	10,441
Indiana	3,311	5,797	187	5,661	410	1,275	12,053
Other USA	36,691	45,291	5,276	136,493	5,314	50,169	39,589
Canada	32,600	63,963	20,729	281,104	26,538	190,657	73,592
Maritimes	6,843	8,222	4,704	45,194	4,608	38,169	8,632
Québec	8,483	19,592	7,716	101,636	13,577	94,867	12,686
Manitoba	4,422	16,974	1,844	42,136	2,671	10,177	28,542
Saskatchewan	2,366	2,781	36	8,500	1,219	12,872	5,298
Alberta	7,420	6,048	2,070	48,997	2,560	18,787	10,856
British Columbia	3,066	9,522	4,359	32,184	1,776	9,972	5,186
Others	-	824	-	2,457	127	5,813	2,392
All Other Countries	3,938	30,835	10,702	149,918	4,138	22,327	3,113
United Kingdom	1,206	4,008	807	37,636	634	5,009	1,341
TOTAL	303,704	365,990	55,522	817,821	56,156	354,673	260,661
%	13.7	16.5	2.5	36.8	2.5	15.9	11.7

TABLE I-C (Continued)

Total Expenditure In Ontario By Origin and Destination Region (Current$)

Origin	Destination						
	TROR 1 South-west Ontario	TROR 2 Central Ontario	TROR 3 Eastern Ontario	TROR 4 North-west Ontario	TROR 5 North-east Ontario	TOTAL	PERCENT OF TOTAL
USA	280,867	678,528	160,299	93,613	87,057	1,302,604	58.6
Michigan	177,326	98,862	5,090	35,348	3,183	320,384	14.4
New York	25,002	201,494	67,266	6,278	283	300,753	13.5
Ohio	15,620	70,730	12,537	16,269	1,073	116,250	5.2
Pennsylvania	2,362	71,570	16,530	5,353	357	96,531	4.3
Illinois	10,226	21,983	2,756	6,226	16,512	57,969	2.6
Minnesota	1,366	6,554	356	908	27,919	37,106	1.7
Wisconsin	3,377	10,948	741	1,707	8,734	25,526	1.1
Indiana	3,718	11,601	1,604	8,417	3,355	28,775	1.3
Other USA	41,870	184,786	53,419	13,107	25,641	319,310	14.4
Canada	46,959	365,253	204,871	32,878	39,227	694,301	31.2
Maritimes	11,736	56,084	39,920	4,291	4,341	117,922	5.3
Québec	10,503	134,451	102,404	9,443	1,757	259,853	11.7
Manitoba	5,881	61,290	11,054	2,837	25,705	107,683	4.8
Saskatchewan	3,920	10,080	13,776	2,543	2,754	33,589	1.5
Alberta	7,954	57,171	20,757	6,902	3,954	97,292	4.4
British Columbia	6,940	42,921	11,019	4,470	716	66,348	3.0
Others	25	3,256	5,941	2,392	-	11,614	0.5
All Other Countries	7,281	191,061	23,883	1,104	1,642	226,982	10.2
United Kingdom	2,669	41,454	5,178	560	781	50,641	2.3
TOTAL	335,107	1,234,838	389,055	127,595	127,928	2,223,876	
%	15.1	55.5	17.5	5.7	5.8	100.0	100.0

TABLE I-D

Age and Income of Visitors To Ontario

	Province	
	Same Day	Overnight
	%	%
Age		
Under 15	13.8	13.4
15 - 19 years	4.9	4.8
20 - 24	8.6	6.7
25 - 34	22.1	17.6
35 - 44	17.2	19.8
45 - 54	12.4	14.1
55 - 64	11.2	14.2
65+	9.4	8.3
Not stated	0.5	1.0
Base ('000):	16,042 Person Trips	10,992 Person Visits
Household Income ($CDN)		
Less than $12,000	6.5	5.7
$12,000 - $17,999	1.9	2.6
$18,000 - $23,999	9.2	6.8
$24,000 - $29,999	10.5	8.1
$30,000 - $39,999	13.6	13.1
$40,000 - $49,999	18.3	17.8
$50,000 - $59,999	3.2	5.6
$60,000+	24.4	28.7
Refused/not stated	12.5	11.5
Base ('000):	16,042 Person Trips	10,992 Person Visits

TABLE I-E

Occupation and Education of Visitors To Ontario

	Province	
	Same Day	Overnight
	%	%
Occupation (Chief Wage Earner)		
Professional/executive/owner/manager	33.4	41.0
Skilled labour	29.2	26.8
Sales/clerical	19.4	19.0
Unskilled labour	8.0	5.3
Farmer	0.2	1.0
Retired/pensioned	0.9	2.3
Student/unemployed/homemaker	3.8	1.9
Not stated	5.2	2.7
Base ('000):	16,042 Person Trips	10,992 Person Visits
Education (1)		
Elementary	3.6	4.8
High school	40.2	35.3
Post high school (non-university)	16.4	18.3
University	38.9	40.0
Other	0.2	0.1
Not stated	0.7	1.3
Base ('000):	13,838 Person Trips	9,536 Person Visits

(1) Among those aged 15 and over.

APPENDIX III
DEFINITIONS

A. MEASUREMENT OF HOUSEHOLD TRAVEL

1. Visitor

Any person visiting the Province of Ontario and whose permanent place of residence lies outside the province. Excluded were individuals travelling for the following purposes:

- commuting to school or work;
- an operator or crew member of commercial carriers, including trucks;
- for sales calls or deliveries;
- moving to a new residence.

If an individual re-entered the province several times on one trip away from home, that individual was eligible for interview only at the last exit from the province. The study, then, is a survey of **visitors** rather than **visits**.

2. Travel Party

Defined as comprising all those persons travelling together and participating in the same activities. In many cases, travel parties consist of members from more than one household.

3. **Household Party**

Defined as members of the same household travelling together. This is the basic unit of analysis for the survey.

4. **Household Trip**

A trip involving one person or a group of persons from the same household. For example, if four persons from one household travel together, it counts as one household trip. If they all belong to different households, it counts as four household trips.

5. **Person Trip**

A trip taken by one person, either singly or in a group. If four persons go on a trip together, it counts as four person trips.

6. **Person Night**

A night spent by a person on a trip. For example, if two persons take a trip involving three nights away from home, there is a count of six person nights.

7. **Person Visit***

A person trip which is counted more than once if there is an overnight stop in more than one area of the province. For example, if two persons stop overnight in one area and then stop in another area, there is a count of four person visits.

* During the survey, two methods were used to ascertain the destination of each trip. The respondent was asked his/her main destination (or place furthest from home) on each trip. This approach, although simplest, does not enable an accurate measurement of the actual number of people visiting each region. For example, a visitor might give Ottawa as his main destination when, en route, he also stayed overnight in Metro Toronto and Belleville. Thus, in order to estimate the number of visitors to each region more accurately, respondents were also asked to name every place where they had stayed overnight.

B. EXPENDITURE TYPES

1. Automobile

Expenditure on gas/oil/maintenance during trip or prior (when part of prepaid package), and also pertains to trucks, campers and other recrea- tional vehicles such as boats, snowmobiles, etc. Included also are rental costs for autos or other motor vehicles.

2. Public Transportation

Expenditure on fares paid to Canadian carriers only, either during trip or prior (when part of prepaid package), for any destination.

3. Accommodation

Expenditure made in regards to commercial accommodation rooms/units, either during or prior (when part of prepaid package).

4. Food/Beverage

Expenditure on food either during trip or prior (when part of prepaid package), and on beverages, and includes food and/or beverage portion of accommodation bill.

5. **Recreation**

Expenditure made either during trip or prior (when part of prepaid package) on user fees, admissions and rental fees, and pertains to such items as recreational facilities, sporting events, amusement parks, attractions, night clubs, theatres, cultural activities, fish and game licences, rental of boats, snowmobiles, equipment, etc.

6. **Local Transportation**

Expenditure on transportation within the local area of any of the places stopped at during the trip. Such expenses include taxi, bus, subway, etc.

7. **Other**

Expenditure on all other items, such as clothing, art, appliances, furnishings, souvenirs and other miscellaneous purchases made during the trip.

SECTION C: ACTIVITY CATEGORIES

1. Engaged in Outdoor/Sporting Activity

Went golfing, swimming, hiking, taking walks, etc.

2. Engaged in Sightseeing/Touring

Travelling on "scenic routes", to see special views, along back roads, just going for a ride, etc.

3. Engaged in Personal Business

Visited doctor, lawyer, dentist, banking, attended funeral, wedding, etc.

4. Engaged in Business/Conventions

Bought, sold, inspected, consulted, visited associates, serviced customers (do not include sales route activities), attended conferences, group meetings, training courses, seminars (at least 10 people), etc.

5. Went Shopping

Included shopping for food, furniture, etc. One need not have purchased anything. Window shopping or browsing was considered shopping also.

6. **Went to a Restaurant to Eat**

7. **Went on Boat/Rail Tours**

8. **Went to Historical Sites**

Parliament buildings, forts, etc.

9. **Attended Sporting Events**

Golf tournament, professional ball game, etc.

10. **Attended Museums/Galleries**

11. **Attended Exhibitions/Fairs/Special Events**

Flower shows, carnivals, etc.

12. **Attended Attractions/Zoo/Amusement Parks**

CN Tower, Botanical Gardens, etc.

13. **Attended Live Theater/Dance/Music Concerts**

Does not include movies in this category.

14. Visited With Friends/Relatives

15. Other Activities

Any other activities were included here.

SECTION D: ACCOMMODATION CATEGORIES

1. Stay with Friends/Relatives

Staying overnight with friends or relatives either at their home or cottage.

2. Hotels/Motor Hotels

Included commercial establishments where one enters one's room from a central hallway. Tourist Homes were also included.

3. Motels

Commercial establishments where one enters one's room directly from outside the establishment.

4. Resort Lodges

Commercial establishments outside large urban areas which provide centralized eating facilities and recreation within the grounds.

5. Commercial Cottages/Cabins

Commercial establishments with most units arranged either singly or in pairs under one roof. No centralized eating facilities or recreation facilities are offered.

6. Private Cottage (For Own Use), Camp, Chalet, Condominium

Owned, rented or borrowed for one's own use.

7. Camping/Trailer Parks

Establishments providing for public use: sites for tents, tent trailers, etc. Residential trailer parks are not included.

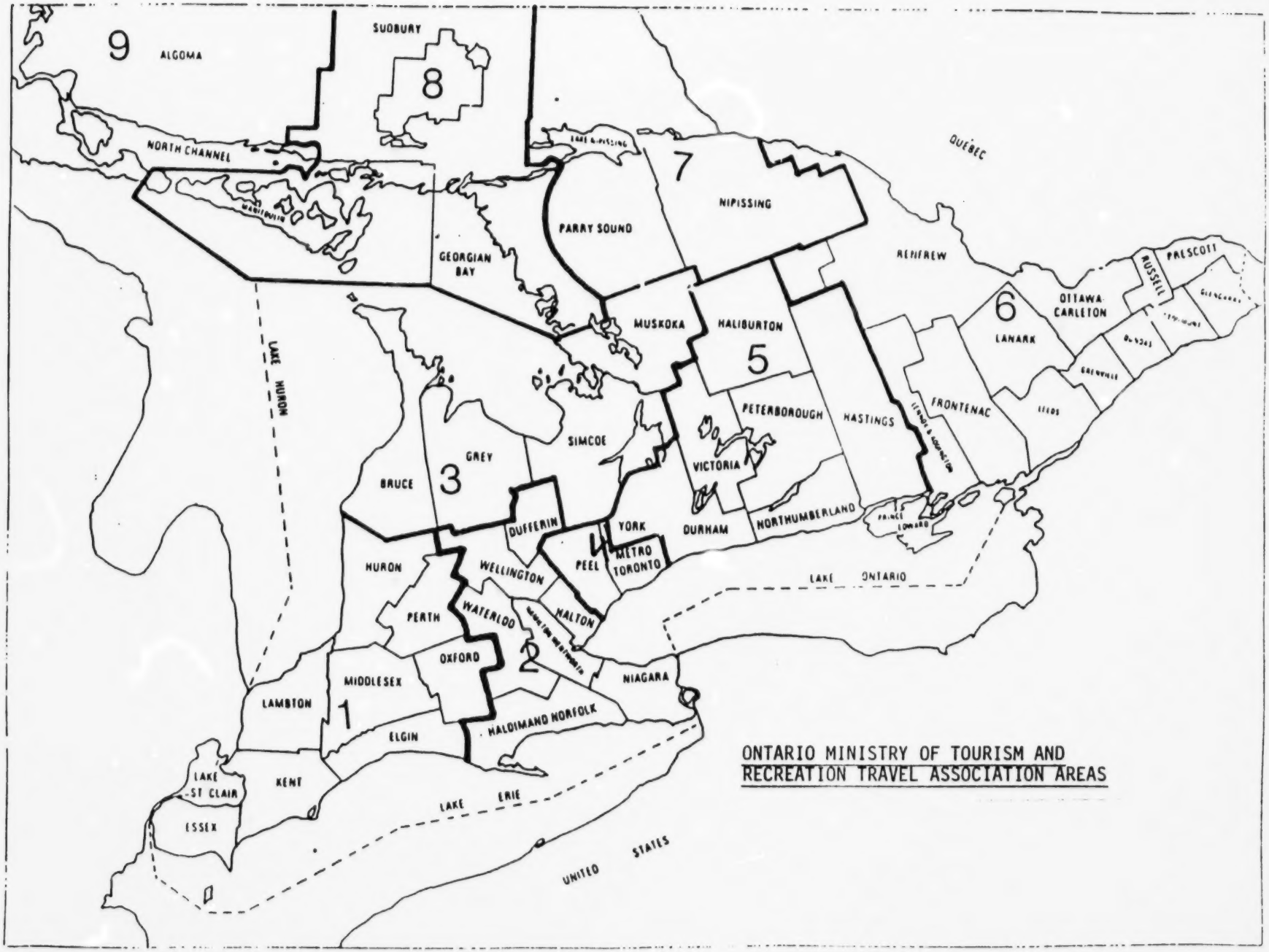
8. Outfitter/Outpost

Commercial establishments which cater to hunting and/or fishing in surrounding locations.

9. Marina/Unorganized Anchorage

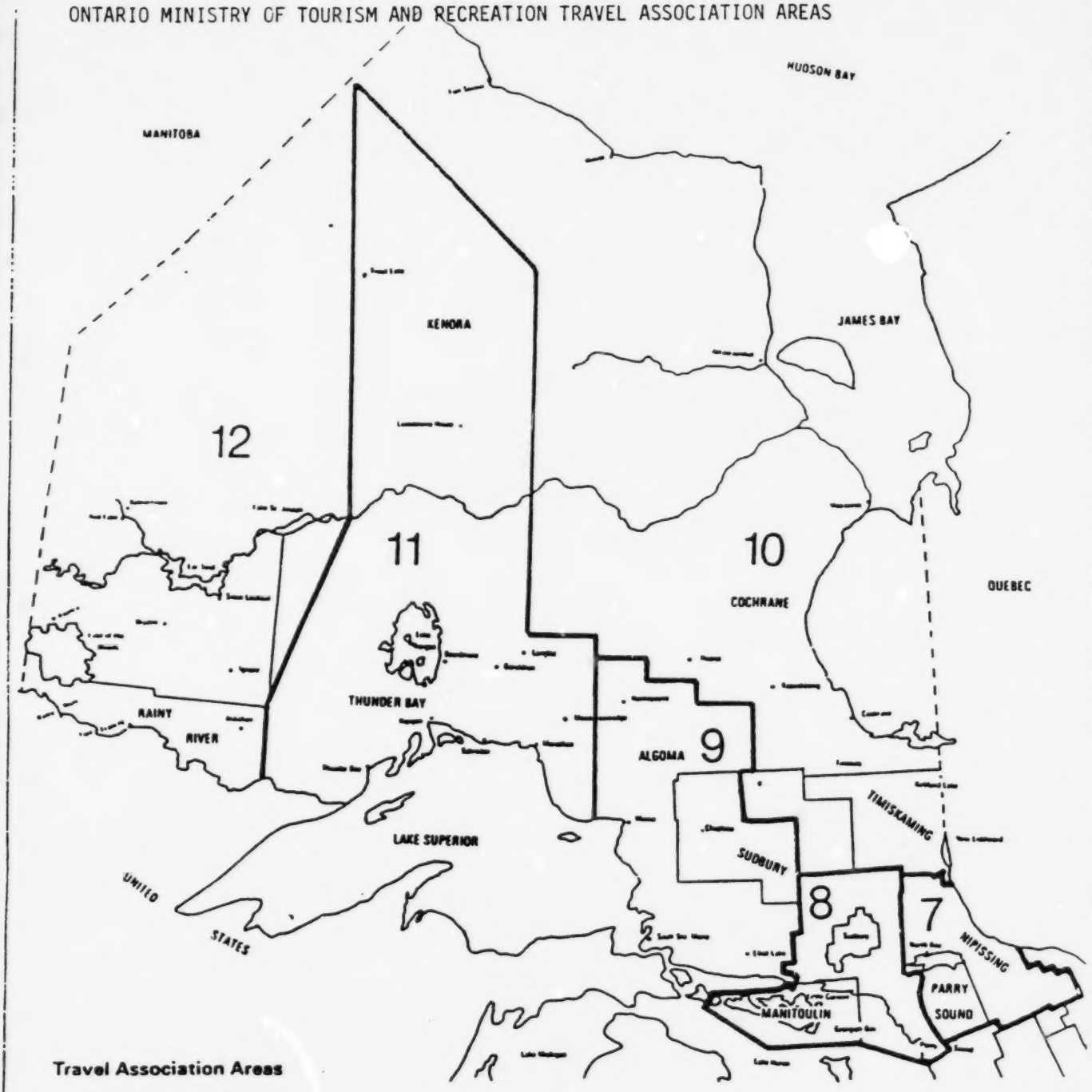
Mooring or docking facilities with or without related services.

APPENDIX IV
MAPS



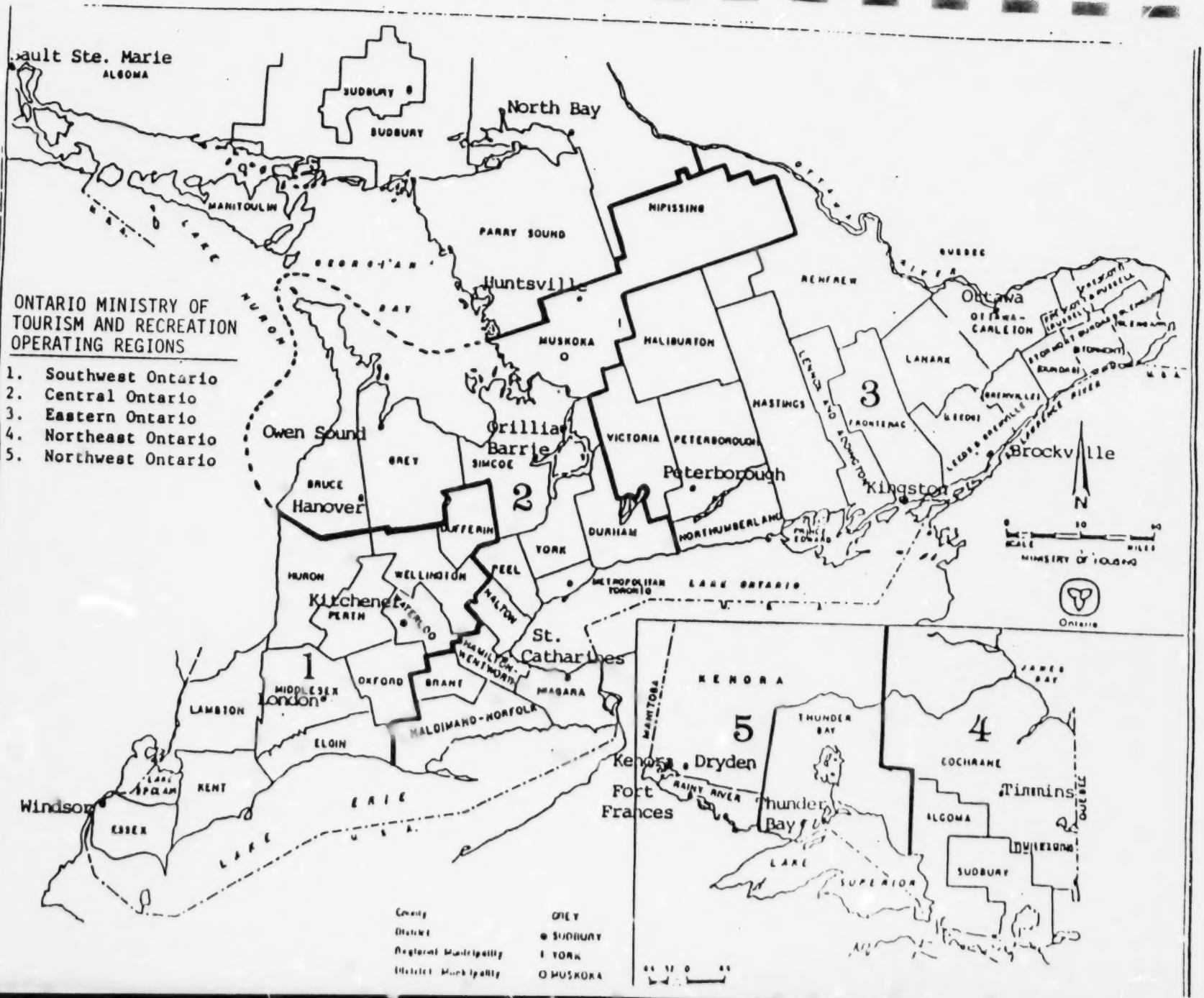
ONTARIO MINISTRY OF TOURISM AND
RECREATION TRAVEL ASSOCIATION AREAS

ONTARIO MINISTRY OF TOURISM AND RECREATION TRAVEL ASSOCIATION AREAS



Travel Association Areas

1. Southwestern Ontario
2. Niagara & Mid-Western Ontario
3. Grey/Bruce-Huronia Muskoka
4. Metropolitan Toronto
5. Central Ontario
6. Eastern Ontario
7. Almaguin Nipissing
8. Rainbow Country
9. Algoma Kinniwabi
10. Cochrane Timiskaming
11. North of Superior
12. Northwest Ontario


ONTARIO MINISTRY OF TOURISM AND RECREATION OPERATING REGIONS
1. Southwest Ontario
2. Central Ontario
3. Eastern Ontario
4. Northeast Ontario
5. Northwest Ontario
Sault Ste. Marie
ALGOMA
SUDBURY
North Bay
MANITOULIN
PARRY SOUND
NIPISSING
RENFREW
Huntsville
MUSKOKA
HALIBURTON
Ottawa
OTTAWA-CARLETON
LANARK
HASTINGS
LENNOX AND ADDINGTON
FRONTENAC
LEEDS
Brockville
Owen Sound
GREY
BRUCE
Hanover
Orillia
Barrie
SIMCOE
VICTORIA
PETERBOROUGH
Peterborough
Kingston
DUFFERIN
YORK
DURHAM
NORTHUMBERLAND
HURON
WELLINGTON
PEEL
HALTON
Kitchener
PERTH
WATERLOO
METROPOLITAN TORONTO
LAKE ONTARIO
St. Catharines
HAMILTON-WENTWORTH
NIAGARA
OXFORD
BRANT
MIDDLESEX
London
LAMBTON
ELGIN
HALDIMAND-NORFOLK
KENT
ESSEX
Windsor
LAKE ERIE
KENORA
THUNDER BAY
COCHRANE
Timmins
Kenora
Dryden
Fort Frances
Thunder Bay
RAINY RIVER
ALGOMA
SUDBURY
LAKE SUPERIOR
MANITOBA
ONTARIO
QUEBEC
U.S.A.
1
2
3
4
5
County
District
Regional Municipality
District Municipality
ONLY
SUDBURY
YORK
MUSKOKA

APPENDIX V

SCREENERS, TALLY SHEETS, QUESTIONNAIRES

TRAVELDATA INTERNATIONAL

Study No. T1118-84
March 27, 1985

SPRING/SUMMER HIGHWAY RECRUITING FORM

1985 ONTARIO EXIT SURVEY

Location: _____ Time: From: _____

To: _____

	Day		Day
April	_____	July	_____
May	_____	August	_____
June	_____	September	_____

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (ASK ONLY IF NECESSARY) Are you leaving Ontario now?

Yes --- CONTINUE

No --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

VEHICLE TALLY

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

No --- CONTINUE

VEHICLE TALLY

3. Will you be entering Ontario again before you go home?

Yes --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

No --- CONTINUE

X Not sure

VEHICLE TALLY

4. Did you stay overnight or longer in Ontario on this trip?

Overnight --- TALLY AND GO TO MAIN QUESTIONNAIRE.

Day Visitor --- CIRCLE WHETHER OR NOT RECRUITED BELOW

NOTE: IF NOT BUSY DUE TO LOW TRAFFIC, RECRUIT MORE DAY VISITORS AND CONTINUE TO CIRCLE BELOW.

At	Recruit
Highway 17 West, Rainy River, Fort Frances, Pigeon River, Sault Ste Marie, Lansdowne, 417 East, 401 East	Every Day Visitor
Sarnia, Sombra, Walpole Is., Windsor, Ambassador, Queenston, Point Alexandria	Every 2nd Day Visitor
Fort Erie, Rainbow	Every 3rd Day Visitor
Port Lambton, Prescott	Every 4th Day Visitor
Windsor Tunnel, Whirlpool Cornwall, Ottawa	Every 5th Day Visitor

Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No
1.	Y	N	21.	Y	N	41.	Y	N
2.	Y	N	22.	Y	N	42.	Y	N
3.	Y	N	23.	Y	N	43.	Y	N
4.	Y	N	24.	Y	N	44.	Y	N
5.	Y	N	25.	Y	N	45.	Y	N
6.	Y	N	26.	Y	N	46.	Y	N
7.	Y	N	27.	Y	N	47.	Y	N
8.	Y	N	28.	Y	N	48.	Y	N
9.	Y	N	29.	Y	N	49.	Y	N
10.	Y	N	30.	Y	N	50.	Y	N
11.	Y	N	31.	Y	N	51.	Y	N
12.	Y	N	32.	Y	N	52.	Y	N
13.	Y	N	33.	Y	N	53.	Y	N
14.	Y	N	34.	Y	N	54.	Y	N
15.	Y	N	35.	Y	N	55.	Y	N
16.	Y	N	36.	Y	N	56.	Y	N
17.	Y	N	37.	Y	N	57.	Y	N
18.	Y	N	38.	Y	N	58.	Y	N
19.	Y	N	39.	Y	N	59.	Y	N
20.	Y	N	40.	Y	N	60.	Y	N

STINT SUMMARY

TOTAL VEHICLES TALLIED	- Q.1	_____ A
TOTAL VEHICLES TALLIED	- Q.2	_____ B
TOTAL VEHICLES TALLIED	- Q.3	_____ C
TOTAL OVERNIGHT VISITORS STOPPED	- Q.4	_____ D
TOTAL DAY VISITORS STOPPED	- Q.4	_____ E
TOTAL DAY VISITORS RECRUITED	- Q.4	_____ F

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 16, 1985

WINTER HIGHWAY RECRUITING FORM

1985 ONTARIO EXIT SURVEY

Location: _____ Time: From: _____

To: _____

	Day		Day
January	_____	October	_____
February	_____	November	_____
March	_____	December	_____

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (ASK ONLY IF NECESSARY) Are you leaving Ontario now?

Yes → CONTINUE

No → TALLY VEHICLE. DISCONTINUE INTERVIEW.

VEHICLE TALLY

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any → TALLY VEHICLE. DISCONTINUE INTERVIEW.

No → CONTINUE

VEHICLE TALLY

3. Will you be entering Ontario again before you go home?

Yes → TALLY VEHICLE. DISCONTINUE INTERVIEW.

(X) No / Not sure → CONTINUE

VEHICLE TALLY

4. Did you stay overnight or longer in Ontario on this trip?

Overnight → GO TO MAIN QUESTIONNAIRE.

Day Visitor → CIRCLE WHETHER OR NOT RECRUITED BELOW

At	Recruit
Highway 17 West, Lansdowne, 417 East, 401 East	Every Day Visitor
Sault Ste. Marie, Queenston	Every 3rd Day Visitor
Sarnia	Every 4th Day Visitor
Windsor, Fort Erie Rainbow, Cornwall, Ottawa	Every 5th Day Visitor

Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No
1.	Y	N	31.	Y	N	61.	Y	N
2.	Y	N	32.	Y	N	62.	Y	N
3.	Y	N	33.	Y	N	63.	Y	N
4.	Y	N	34.	Y	N	64.	Y	N
5.	Y	N	35.	Y	N	65.	Y	N
6.	Y	N	36.	Y	N	66.	Y	N
7.	Y	N	37.	Y	N	67.	Y	N
8.	Y	N	38.	Y	N	68.	Y	N
9.	Y	N	39.	Y	N	69.	Y	N
10.	Y	N	40.	Y	N	70.	Y	N
11.	Y	N	41.	Y	N	71.	Y	N
12.	Y	N	42.	Y	N	72.	Y	N
13.	Y	N	43.	Y	N	73.	Y	N
14.	Y	N	44.	Y	N	74.	Y	N
15.	Y	N	45.	Y	N	75.	Y	N
16.	Y	N	46.	Y	N	76.	Y	N
17.	Y	N	47.	Y	N	77.	Y	N
18.	Y	N	48.	Y	N	78.	Y	N
19.	Y	N	49.	Y	N	79.	Y	N
20.	Y	N	50.	Y	N	80.	Y	N
21.	Y	N	51.	Y	N	81.	Y	N
22.	Y	N	52.	Y	N	82.	Y	N
23.	Y	N	53.	Y	N	83.	Y	N
24.	Y	N	54.	Y	N	84.	Y	N
25.	Y	N	55.	Y	N	85.	Y	N
26.	Y	N	56.	Y	N	86.	Y	N
27.	Y	N	57.	Y	N	87.	Y	N
28.	Y	N	58.	Y	N	88.	Y	N
29.	Y	N	59.	Y	N	89.	Y	N
30.	Y	N	60.	Y	N	90.	Y	N

STINT SUMMARY

TOTAL VEHICLES TALLIED - Q.1 _____

TOTAL VEHICLES TALLIED - Q.2 _____

TOTAL VEHICLES TALLIED - Q.3 _____

TOTAL DAY VISITORS STOPPED - Q.4 _____

TOTAL DAY VISITORS RECRUITED - Q.4 _____

TRAVELDATA INTERNATIONAL

STUDY NO. T1118-84
August 16, 1985

SPECIAL FLAG PERSON SCREENER

FOR REFUSALS ONLY

USE ONLY AT FORT FRANCES/INTERNATIONAL FALLS

Location: Fort Frances

Time: From: _____

To: _____

Month: _____

Day: _____

(Be sure to start a new page for every hour)

INSTRUCTIONS - USE THIS SCREENER ONLY IF:

- Vehicle is private, non-Ontario, and
- Driver refuses to pull over to interviewing station.

ASK, OR USE BEST JUDGEMENT

(Q.1 NOT ASKED)

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any - TALLY VEHICLE

NO ... GO TO Q.4

(Q.3 NOT ASKED)

4. Did you stay overnight or longer on this trip?

YES ... Overnight - TALLY VEHICLE

NO .... Day Visitor (and or local resident of International Falls Area) - TALLY VEHICLE

5. IF CANNOT ESTIMATE WHICH OF THE 3 ABOVE GROUPS REFUSED VEHICLE BELONGS IN, TALLY HERE.

DON'T KNOW

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 24, 1985

HOURLY VEHICLE TALLY SHEET
1985 ONTARIO EXIT SURVEY

Station: _____ Date: _____

Time started: _____

Time finished: _____

USE A SEPARATE SHEET FOR EACH HOUR OR PART THEREOF

Non-commercial vehicles (includes cars, campers, private vans, motorcycles, etc.)

	RECORD EACH VEHICLE	TOTAL
Ontario plates		
Non-Ontario plates		
Unidentifiable plates		

Commercial Vehicles

Trucks, vans		
Inter-city buses		
Local buses		
Taxis		
Police, fire, courier, ambulance, government, diplomat [NOTE: if any doubt, count as non-commercial]		

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 24, 1985

NIGHT OBSERVATION
HOURLY VEHICLE TALLY SHEET
1985 ONTARIO EXIT SURVEY

Station: _____ Date: _____

Time started: _____

Time finished: _____

USE A SEPARATE SHEET FOR EACH HOUR OR PART THEREOF

Non-commercial vehicles (includes cars, campers, private vans, motorcycles, etc.)

	RECORD EACH VEHICLE	TOTAL
Ontario plates		
Non-Ontario plates		
Unidentifiable plates		

Commercial Vehicles

Trucks, vans		
Inter-city buses		
Local buses		
Taxis		
Police, fire, courier, ambulance, government, diplomat [NOTE: if any doubt, count as non-commercial]		

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 16, 1985

1985 ONTARIO EXIT SURVEY

Location _____	Highway Mode		Other Mode		
Date _____ _____	Car	01	Regular airline	10
(Day) (Month)	Station wagon	02	Chartered airline	11
Starting hour of interviews	Truck	03	Regular bus	12
(e.g. 9-9:59 am, 10-10:59 am)	Truck camper	04	Chartered bus	13
am	Van	05	Train	14
_____ pm	Motor home	06	Passenger ferry	15
Air	Tent trailer	07	Private boat	16
Carrier: _____	Travel trailer	08	Other	17
Flight No.: _____	Motorcycles	09		

IF "NOT SURE" ABOUT RETURNING TO ONTARIO FROM SCREENER X , CIRCLE → 1

1. First, where is your regular place of residence?

_____ (NEAREST CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY)

2. Now, how many people are there in your immediate travel party? That is, how many people including yourself are travelling together?

1 SKIP TO Q.4-b) 2+ (SPECIFY) _____

3. How many different households are represented in this party?

_____ households

HIGHWAY PROCEDURE	IF ONLY ONE HOUSEHOLD SKIP TO Q.4-b). IF TWO OR MORE ASK: Who is the head of each of your households here either male or female? (ASK HEADS) To help in selecting someone to interview, whose birthday comes next? What month would that be? _____ (MONTH) INTERVIEW SELECTED HOUSEHOLD HEAD - GO TO Q.4-a)
AIRPORT PROCEDURE	(ASK:) I'd like to speak to the male or female head of your household here, please. (INTERVIEW)

4-a) (IF TWO OR MORE HOUSEHOLDS IN Q.3 ASK:) Including yourself, how many members of your household are travelling together on this trip?

_____ persons

-b) (ASK EVERYONE) Including yourself, how many of these persons in your household are: (READ)

Age 15 or older? _____

Age 7 - 14? _____

Age 6 or under? _____

5. Thinking about your entire trip, please tell me your main destination away from home? (IF MORE THAN ONE, ENTER NAME OF PLACE FARTHEST FROM HOME.)

_____ (NEAREST CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY)

6. (DO NOT ASK AT AIRPORTS) Is (MAIN DESTINATION IN Q.5) over or under 50 miles away from home?

50 miles+ 1 Under 50 miles 2

7. (IF "ONTARIO" DESTINATION IN Q.5, RE-WRITE BELOW. OTHERWISE ASK:) What was your main destination within Ontario? (IF MORE THAN ONE, ENTER NAME OF PLACE FARTHEST FROM HOME.)

_____ (NEAREST CITY/TOWN)

Passing through, no main destination 1

8-a) Where did you first enter Ontario on this trip?

_____ (SPECIFY EXACT HIGHWAY/TERMINAL/STATION/DEPOT/PORT)

-b) (IF RESIDENT OF COUNTRY OTHER THAN CANADA OR U.S. ASK:) Before entering Ontario did you stop at all in or visit: (READ)

	Yes	No
The United States?	Y	N
Any other Canadian province?	Y	N

9. How many nights in total is your trip away from home?

_____ nights

None--day trip [00 SKIP TO Q.12]

10. How many nights were spent in Ontario?

_____ nights

None--day trip [00 SKIP TO Q.12]

11-a) Thinking of your (NIGHTS IN Q.10) nights in Ontario, in which city or town did you first stay over night and how many nights did you stay there at that time? (RECORD BELOW.) And following that where did you stay and for how many nights? (RECORD NEAREST CITY/TOWN UNTIL ALL NIGHTS ACCOUNTED FOR)

-b) (HAND GREEN CARD) Please look at the green card and tell me in what type of accommodation you mainly stayed in (READ FIRST OVERNIGHT STOP). Just read the number on the card. (REPEAT FOR EACH STOP)

Nearest Town/City	Nights	Accommodation
TOTAL NIGHTS		

[BE SURE ALL NIGHTS IN Q.11 ADD TO TOTAL IN Q.10.]

Code List
1. Friends/relatives 2. Hotels/motor hotels 3. Motels 4. Resort lodges
5. Commercial cottages/cabins 6. Private cottage 7. Camping/trailer
8. Outfitter/outpost 9. Marina/unorganized anchorage

12-a) Could you please look at the blue card and tell me what was your main purpose for visiting Ontario.

-b) What are the other purposes of this trip, if any? (PROBE) Any others?

	Main Purpose (Circle One Only)	Other Purposes
Visiting friends or relatives	1	1
Recreation/pleasure	2	2
Shopping	3	3
Personal business	4	4
Convention	5	5
Other business	6	6
NONE	7	

13. (IF ONTARIO DESTINATION IN Q.7 ASK) Please look at the yellow card and tell me which of these activities, if any, you (or any household member with you) engaged in specifically while in or around (DESTINATION IN Q.7). Just read me the numbers on the card.(PROBE) Any others?

(IF PASSING THROUGH ONLY" IN Q.7 ASK) Please look at the yellow card and tell me which of these activities, if any, you (or any household members with you) engaged in while passing through the province. Just read me the number on the card. (PROBE) Any others?

Engaged in ...

1. Outdoor/sporting activity 01
2. Sightseeing/Touring 02
3. Personal business 03
4. Business/conventions 04

Went ...

5. Shopping 05
6. To a restaurant to eat 06
7. On boat/rail tours 07
8. To historical sites 08

Attended ...

9. Sporting events 09
10. Museums/galleries 10
11. Exhibitions/fairs/special events .. 11
12. Attractions/zoos/amusement parks .. 12
13. Live theater/dance/music concerts . 13

14. Visited with friends/relatives 14
15. Other activities 15

14-a) I'm interested in your travel expenses (and those of other household members with you). First please look at the white card and tell me which of these items, if any, were paid for in whole or in part before arriving in Ontario? (PROBE) Anything else? (RECORD BELOW)

-b) (IF ONLY ONE ITEM IN Q.14-a CIRCLE UNDER "SEPARATELY" IN Q.14-b. THEN SKIP TO Q.14-c. IF TWO OR MORE ASK:) Which of those items, if any, were paid for separately and which, if any, were bought together as a prepaid package or prepaid tour? (RECORD BELOW)

-c) (FOR EACH ITEM BOUGHT "SEPARATELY" ASK:) What was the total amount paid (for all household members) for (EACH)?

Transportation (air, train, bus, or ship)	(a) Prepaid Items	(b) Separately	(b) As Package Or Tour	(c) Amount for Each Bought Separately
Canadian carrier	1	1	2	_____
Other carrier	2	1	2	_____
Auto rental	3	1	2	_____
Accommodation	4	1	2	_____
Food	5	1	2	_____
Entertainment	6	1	2	_____
NONE	7 SKIP TO Q.15			

Note Whether Amounts Are:
Canadian $ 1
American $ 2
Other:(SPECIFY) _____

-d) (IF "PACKAGE OR TOUR" ASK:) What was the total amount paid (for all household members) for the prepaid package or tour?

Amount _____

Note Whether Amount is:
Canadian $ 1
American $ 2
Other: (SPECIFY) _____

15. Now please look at the grey card and give me your best estimate of all other spending while in Ontario by you (and other household members) in each of these categories. Please include all spending in the province whether paid for by cash, travellers cheque or credit card. (IF ANY PREPAID IN Q.14-a) ASK:) However, don't include any of the prepaid expenses discussed earlier. How much, if any, did you (and other household members) spend while in Ontario for: (READ EACH)

	Amount Spend in Ontario	None
Air transportation		[ ]
Canadian carriers	_____	
Other carriers	_____	
Train, bus, ship		[ ]
Canadian carriers	_____	
Other carriers	_____	
Automobile expenses (gas, oil repairs, car rental, etc.)	_____	[ ]
Local transportation (taxi, bus, subway, etc)	_____	[ ]
Accommodation (excluding food)...	_____	[ ]
Food or beverage	_____	[ ]
Recreation or pleasure	_____	[ ]
All other purchases or spending .	_____	[ ]

Note Whether Amounts Are:
Canadian $ 1
American $ 2
Other:(SPECIFY)
_____

(IF THIS LINE $300 OR MORE ASK:) Were there any individual items bought in that last amount which cost $300 or more? (SPECIFY ITEMS)

NONE [ ]

_____

_____

NOTE: IF RESPONDENT UNWILLING TO OR CANNOT BREAK DOWN EXPENDITURES, ATTEMPT TO DETERMINE TOTAL SPENDING WHILE IN ONTARIO. RECORD CURRENCY AS WELL.

_____
TOTAL

16-a) Thinking of the 6 months prior to this visit to Ontario, do you recall seeing or hearing any advertising for vacation travel in Ontario before you left home?

Yes	Y
No	N
Don't Know	DK SKIP TO Q.17

-b) Please look at the pink card. Where was that advertising seen or heard? (PROBE) Anywhere else?

Brochure	1	T.V.	6
Magazine advertisement	2	Billboard	7
Newspaper advertisement	3	Travel agency	8
Booklet/supplement in newspaper	4	Ontario Travel Centre	9
Radio	5	Other (SPECIFY)	
		_____	
		Don't know	DK

16-c) Using the answer categories at the top of the brown card, to what degree did seeing or hearing that advertising: (READ EACH STATEMENT)

		To A Large Degree	To A Small Degree	Not At All
o	Prompt you to find out more about Ontario?	1	2	3
o	Influence your decision to travel to Ontario?	1	2	3
o	Help you decide which places or attractions to visit?	1	2	3

17-a) Had you (or any household members with you) visited Ontario before this trip?

Yes [Y] No N

-b) In what year was that last visit?

1986	1	1981	6
1985	2	1980	7
1984	3	1979	8
1983	4	1978 or earlier	9
1982	5		

Now, a few questions to help describe the people we have been talking to.

18. Again look at the brown card. Could you please tell me your age and highest education attained. Just read me the letters. (IF MORE THAN ONE IN HOUSEHOLD PARTY ASK:) Please describe each of the other people in your household party age 15 and over, starting with oldest first. (REPEAT FOR EACH)

		All Adults Age 15+					
		Self	Others: Oldest	Next Oldest	Next Oldest	Next Oldest	Next Oldest
Sex							
A	Male	1	1	1	1	1	1
B	Female	2	2	2	2	2	2
Age							
C	15 to 19 years	1	1	1	1	1	1
D	20 to 24 years	2	2	2	2	2	2
E	25 to 34 years	3	3	3	3	3	3
F	35 to 44 years	4	4	4	4	4	4
G	45 to 54 years	5	5	5	5	5	5
H	55 to 64 years	6	6	6	6	6	6
I	65 years and over	7	7	7	7	7	7
	REFUSED	R	R	R	R	R	R
Highest Education Attained							
J	Elementary/public school	1	1	1	1	1	1
K	High school	2	2	2	2	2	2
L	Post-high school (non-university)	3	3	3	3	3	3
M	University	4	4	4	4	4	4
	REFUSED	R	R	R	R	R	R
	OTHER (SPECIFY)						

19. What is the occupation of the chief wage earner in your household? I don't mean the name of the company, but just the type of job and type of company. (IF RETIRED, CIRCLE HERE ...1... AND ASK: What was his/her occupation before he/she retired?)

_____ in _____
(TYPE OF JOB) (TYPE OF COMPANY)

20. Could you please look at the orange card and tell me the total income of your household before taxes in 1984. Just read me the appropriate letter.

E	Less than $12,000	1
F	$12,000 to $17,999	2
G	$18,000 to $23,999	3
H	$24,000 to $29,999	4
I	$30,000 to $39,999	5
J	$40,000 to $49,999	6
K	$50,000 to $59,999	7
L	$60,000 or over	8
	DON'T KNOW	DK
	REFUSED	R

Note Whether Amount is:
Canadian $ 1
American $ 2
Other:
_____
(AMOUNT)
_____
(CURRENCY)

21. In total, how many people contributed to that income in 1984?

1 2 3 4 or more [ ] individual(s)

22. What comments would you like to make, either positive or negative, about your stay in Ontario? (PROBE) Anything else?

None 00

_____

_____

_____

(HAND BUMPER STICKER) Thank you for your help. Please accept this "Yours To Discover" bumper sticker as a token of our appreciation.

Name: _____ Phone: _____

Address: _____ Town/City: _____

Province: _____ Postal Code: _____

At some point in the future we may want to contact some of the people surveyed for additional information. May we contact you if necessary?

Yes Y No N

"I hereby certify that this interview was conducted according to the questionnaire and instructions for this study and that the answers recorded are as given to me by this respondent.

I also realize that a proportion of my work will be checked back for verification."

_____ _____
(Interviewer's Name--Please Print) (Interviewer's Signature)

TRAVELDATA INTERNATIONAL

Study No. T1118-84
September 18, 1985

FALL HIGHWAY RECRUITING FORM

1985 ONTARIO EXIT SURVEY

Location: _____ Time: From: _____

To: _____

Day

October _____

November _____

December _____

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (ASK ONLY IF NECESSARY) Are you leaving Ontario now?

Yes --- CONTINUE

No --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

VEHICLE TALLY

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

No --- CONTINUE

VEHICLE TALLY

3. Will you be entering Ontario again before you go home?

Yes --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

No --- CONTINUE

X Not sure

VEHICLE TALLY

4. Did you stay overnight or longer in Ontario on this trip?

Overnight --- TALLY AND GO TO MAIN QUESTIONNAIRE.

Day Visitor --- CIRCLE WHETHER OR NOT RECRUITED BELOW

NOTE: IF NOT BUSY DUE TO LOW TRAFFIC, RECRUIT MORE DAY VISITORS AND CONTINUE TO CIRCLE BELOW.

At	Recruit
Highway 17 West, Lansdowne, 417 East, 401 East	Every Day Visitor
Sault Ste. Marie, Queenston	Every 3rd Day Visitor
Sarnia	Every 4th Day Visitor
Windsor, Fort Erie, Rainbow Cornwall, Ottawa	Every 5th Day Visitor

Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No
1.	Y	N	21.	Y	N	41.	Y	N
2.	Y	N	22.	Y	N	42.	Y	N
3.	Y	N	23.	Y	N	43.	Y	N
4.	Y	N	24.	Y	N	44.	Y	N
5.	Y	N	25.	Y	N	45.	Y	N
6.	Y	N	26.	Y	N	46.	Y	N
7.	Y	N	27.	Y	N	47.	Y	N
8.	Y	N	28.	Y	N	48.	Y	N
9.	Y	N	29.	Y	N	49.	Y	N
10.	Y	N	30.	Y	N	50.	Y	N
11.	Y	N	31.	Y	N	51.	Y	N
12.	Y	N	32.	Y	N	52.	Y	N
13.	Y	N	33.	Y	N	53.	Y	N
14.	Y	N	34.	Y	N	54.	Y	N
15.	Y	N	35.	Y	N	55.	Y	N
16.	Y	N	36.	Y	N	56.	Y	N
17.	Y	N	37.	Y	N	57.	Y	N
18.	Y	N	38.	Y	N	58.	Y	N
19.	Y	N	39.	Y	N	59.	Y	N
20.	Y	N	40.	Y	N	60.	Y	N

STINT SUMMARY

TOTAL VEHICLES TALLIED	- Q.1	_____
TOTAL VEHICLES TALLIED	- Q.2	_____
TOTAL VEHICLES TALLIED	- Q.3	_____
TOTAL OVERNIGHT VISITORS STOPPED	- Q.4	_____
TOTAL DAY VISITORS STOPPED	- Q.4	_____
TOTAL DAY VISITORS RECRUITED	- Q.4	_____

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 16, 1985

AIRPORT SCREENER
1985 ONTARIO EXIT SURVEY

Airport: _____
Carrier: _____
Flight No.: _____
Expected Departure Time: _____ am / pm

• Flight No. originates from this airport?
Yes Y No N

• First stop out of province?
Yes Y No N

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. Are you travelling on (READ CARRIER & FLIGHT NO.)?

Yes → CONTINUE No → END INTERVIEW

2. (DO NOT ASK IF ORIGINATES AT THIS AIRPORT) Are you boarding (READ CARRIER & FLIGHT NO.) for the first time here today?

Yes → CONTINUE No → END INTERVIEW

3. (DO NOT ASK IF NEXT STOP OUT OF PROVINCE) Are you leaving Ontario on this flight?

Yes → CONTINUE No → SKIP TO Q.7

4. Are you currently a resident of Ontario?

Yes → SKIP TO Q.7 No → CONTINUE

5-a) Did you come in today on another flight?

Yes → CONTINUE No → SKIP TO Q.6

-b) Have you left the airport at all between flights?

Yes → SKIP TO Q.6 No → CONTINUE

-c) Have you visited Ontario at any other time on this particular trip, other than spending time at the airport?

Yes → CONTINUE WITH Q.6 No → ASK Q.7 AND THEN END INTERVIEW

6. Will you be coming back to Ontario again before you go home?

Yes [Y] No / Not sure (X) → SWITCH TO QUESTIONNAIRE AND INTERVIEW HEAD OF HOUSEHOLD PARTY

Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

7. Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 29, 1985

AIR

FLIGHT RECORD SHEET

COMPLETE ONE
PER FLIGHT

ONTARIO EXIT SURVEY

Airport: _____

Date: _____

Stint Start Time: _____

Carrier: _____

Flight No.: _____

Next Destination: _____

No. of Passengers Boarded: _____

No. of Completed Questionnaires: _____

No. of Passengers on Carrier
From Q.6 on Airport Screener: _____

No. of Passengers on Carrier
From Q.7 on Airport Screener: _____

Last listed departure time: _____

TRAVELDATA INTERNATIONAL

T1118-84
December 10, 1984

AIRPORT

INTERVIEWER ALLOCATION

ONTARIO EXIT SURVEY

Location No.: _____

Date: _____

Time: _____

LIST ALL FLIGHTS CURRENTLY SCHEDULED FOR DEPARTURE DURING STINT THAT NAME AN OUT OF PROVINCE STOP.

Company	Carrier No.	Departure Time	Departure Location	Interviewer Assigned

February 22, 1985

TRAIN SCREENER

1985 ONTARIO EXIT SURVEY

COMPLETE ONE PER INTERVIEWER PER TRAIN

Train Station/ City of Departure: _____	Date: _____
Next Destination: _____	Scheduled Departure Time: _____ am pm
	Actual Departure Time (if different): _____ am pm

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (DO NOT ASK IF NEXT TRAIN STOPS OUT OF PROVINCE) Are you leaving Ontario on this train?

   Yes ⟶ CONTINUE No ⟶ END & ERASE

2. Are you currently a resident of Ontario?

   Yes ⟶ SKIP TO Q.4 No ⟶ CONTINUE

3. Will you be coming back to Ontario again before you go home?

   Yes No / Not sure ⟶ GIVE QUESTIONNAIRE TO HEAD OF HOUSEHOLD PARTY. RECORD SIZE OF HOUSEHOLD AT Q.5.

   Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

4. (ONTARIO RESIDENTS) Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

5. (ELIGIBLE NON-RESIDENTS - TO RECEIVE QUESTIONNAIRE.) Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. GIVE QUESTIONNAIRE.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

6. TOTAL NO. OF PASSENGERS OUTBOUND FROM ONTARIO (to be attained from Conductor):

   _____

TRAVELDATA INTERNATIONAL

Study No. T1118-84
February 22, 1985

TRAIN

RECORD SHEET

ONTARIO EXIT SURVEY

COMPLETE ONE PER TRAIN

A. Train Station: _____

B. Date: _____

C. Scheduled Departure Time: _____

D. Actual Departure Time (if different): _____

E. Train No.: _____

F. Origin of Service: _____

G. Next Destination: _____

H. No. of Passengers on Carrier From Q.3 on Train Screener: _____

I. No. of Passengers on Carrier From Q.4 on Train Screener: _____

J. No. of Passengers on Carrier From Q.5 on Train Screener: _____

K. No. of Questionnaires Distributed (No. of households at Q.3): _____

L. No. of Completed Questionnaires Collected: _____

M. No. of Passengers Outbound From Ontario: _____

TRAVELDATA INTERNATIONAL

Study No. T1118-84
February 22, 1985

1985 ONTARIO EXIT SURVEY

Train

We want to serve you better!

The Ontario Ministry of Tourism and Recreation is conducting a survey of visitors to the province. Please take a few moments to answer the following questions. Our interviewer will be back to collect the questionnaire in about 20 minutes.

Thank you for your help!

PLEASE PRINT

1. Where is your regular place of residence?

_____ (CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY)

2. How many people are there in your immediate travel party? That is, how many people including yourself are travelling together?

1 [ ] IF YOU CHECK HERE YOU CAN SKIP TO Q.4. YOU DO NOT HAVE TO ANSWER QUESTION 3.

2 or more (SPECIFY NUMBER) _____

3-a) How many different households are represented in this party?

_____ households
(NUMBER)

3-b) If there are two or more households travelling together, how many members of your household are travelling together on this trip? (Don't forget to include yourself.)

_____ persons

EVERYONE

4. Including yourself, how many of the persons in your household travelling on this trip are ...

Age 15 or older? _____

Age 7 - 14? _____

Age 6 or under? _____

OFFICE USE ONLY

Location of Questionnaire Distribution: _____

Date: _____ am/pm (HOUR) _____ (DAY) _____ (MONTH)

Carrier/Service: _____ (CARRIER) / _____ (ORIGIN OF SERVICE) to _____ (DESTINATION OF SERVICE)

Scheduled bus 12
Chartered bus 13
Train 14

5. Thinking about your entire trip, not just this leg of your journey, please tell me your main destination away from home? (IF YOU HAVE MORE THAN ONE DESTINATION, ENTER NAME OF PLACE FARTHEST FROM HOME.)

_____ _____ _____
(CITY/TOWN) (PROVINCE/STATE) (COUNTRY)

6. Is your main destination over or under 50 miles away from home?

Over 50 miles [ ] Under 50 miles [ ]

7. If your main destination in Q.5 was in Ontario, skip to Q.8. If your main destination was not in Ontario, what was your main destination within Ontario? (IF YOU HAVE MORE THAN ONE DESTINATION, ENTER NAME OF PLACE FARTHEST FROM HOME.)

_____
(MAIN DESTINATION IN ONTARIO (WRITE CITY/TOWN)

IF NO MAIN DESTINATION IN ONTARIO (you may have been just passing through):
CHECK HERE ➡ [ ]

EVERYONE

8-a) Where did you first enter Ontario on this trip? Please specify the highway, airport, train station, bus depot or port.

_____ ➡ Check one:
(HIGHWAY/TERMINAL/STATION/DEPOT/PORT)
[ ] Highway (private vehicle)
[ ] Highway (bus)
[ ] Airport
[ ] Train station
[ ] Water port

IF RESIDENT OF CANADA OR THE UNITED STATES SKIP TO Q.9. ALL OTHERS ANSWER Q.8-b).

8-b) Before entering Ontario did you stop at all in or visit...

	Yes	No
...the United States?	[ ]	[ ]
...any other Canadian province?	[ ]	[ ]

EVERYONE

9. How many nights in total is your trip away from home?

_____ nights

None--day trip [ ] ➡ IF CHECK HERE, SKIP TO QUESTION 12. DO NOT ANSWER Q.'s 10 OR 11.

10. How many nights were spent in Ontario?

_____ nights

None--day trip [ ] ➡ IF CHECK HERE, SKIP TO QUESTION 12. DO NOT ANSWER Q.11.

11-a) Thinking of the nights you have spent in Ontario, in which city or town did you first stay overnight, and how many nights did you stay there at that time?

(TOWN/CITY) _____ (NO. OF NIGHTS)

-b) And what type of accommodation did you mainly stay in or use during that first stop in Ontario? (CHECK ONE ONLY.)

Code Number		
1.	FRIENDS/RELATIVES	[ ]
2.	HOTEL/MOTOR HOTEL	[ ]
3.	MOTEL	[ ]
4.	RESORT LODGE	[ ]
5.	COMMERCIAL COTTAGE/CABIN	[ ]
6.	PRIVATE COTTAGE	[ ]
7.	CAMPING/TRAILER	[ ]
8.	OUTFITTER/OUTPOST	[ ]
9.	MARINA/UNORGANIZED ANCHORAGE	[ ]

c) Now, for each additional stop overnight or longer in Ontario, please enter below the city or town, the number of nights you spent there and the type of accommodation used.

FOR ADDITIONAL STOPS NEAREST CITY/TOWN	NUMBER OF NIGHTS	TYPE OF ACCOMMODATION (ENTER CODE NUMBER FROM 1 TO 9 THAT APPLIES FROM ABOVE LIST IN 11-b)
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

EVERYONE

12-a) What was your main purpose for visiting Ontario? (RECORD IN COLUMN -a) BELOW.)

	(a) Main Purpose (Check One Only)	(b) Other Purposes	
Visiting friends or relatives	[ ]	[ ]	1
Recreation/pleasure	[ ]	[ ]	2
Shopping	[ ]	[ ]	3
Personal business	[ ]	[ ]	4
Convention	[ ]	[ ]	5
Other business	[ ]	[ ]	6
NO OTHER PURPOSES		[ ]	7

12-b) What were the other purposes of this trip, if any? (RECORD IN COLUMN -b ABOVE. CHECK MORE THAN ONE, IF APPLICABLE.)

13. Please look over the list below and check all of those activities, if any, you or any household members with you engaged in while in or around your main destination in Ontario.
If you had no main destination in Question 7, please check all of those activities you or any household members with you engaged in while passing through the province.

(CHECK AS MANY ACTIVITIES AS APPLY.)

Engaged in ...
1. Outdoor/sporting activity ..... [ ]
2. Sightseeing/touring ..... [ ]
3. Personal business ..... [ ]
4. Business/conventions ..... [ ]

Went ...
5. Shopping ..... [ ]
6. To a restaurant to eat ..... [ ]
7. On boat/rail tours ..... [ ]
8. To historical sites ..... [ ]

Attended ...
9. Sporting events ..... [ ]
10. Museums/galleries ..... [ ]
11. Exhibitions/fairs/special events .. [ ]
12. Attractions/zoos/amusement parks .. [ ]
13. Live theater/dance/music concerts . [ ]

14. Visited with friends/relatives .... [ ]
15. Other activities ..... [ ]

14-a) We will also find it helpful to know something of your travel expenses, including those of other household members with you. First, were any of the items listed below paid for in whole or in part before arriving in Ontario, either by cash, cheque or credit card?

IN COLUMN -a), BELOW, CHECK ALL THOSE ITEMS WHICH WERE PURCHASED BEFORE ENTERING ONTARIO.
IF YOU CHECK "NONE" SKIP TO QUESTION 15 AND DO NOT ANSWER Q.'s 14-b), -c) OR -d).

		(a)	(b)		(c)	
		Prepaid Items	As Package Or Tour	Separately	Amount for Each Bought Separately	Are these Amounts in: (CHECK ONE)
	Transportation (air, train, bus, or ship)					
1	• Canadian carrier/ company	[ ]	[ ]	[ ]	_____	Canadian $ [ ]
2	• Other carrier/ company	[ ]	[ ]	[ ]	_____	American $ [ ]
3	Auto rental	[ ]	[ ]	[ ]	_____	Other currency?
4	Accommodation	[ ]	[ ]	[ ]	_____	_____ (SPECIFY CURRENCY)
5	Food	[ ]	[ ]	[ ]	_____	
6	Entertainment	[ ]	[ ]	[ ]	_____	
7	NONE	[ ]	SKIP TO Q.15			

14-b) Which of the prepaid items checked in -a), above, were paid for separately, and which, if any, were bought together as a prepaid package or prepaid tour? (RECORD IN SECTION -b) ABOVE.)

14-c) What was the total amount paid, by all household members, for each of the items you purchased separately, if any, before entering Ontario? (FOR EACH ITEM CHECKED "SEPARATELY" IN -b) SECTION ABOVE, RECORD AN AMOUNT IN -c) SECTION.)

(IF ANY ITEMS ARE PART OF A PACKAGE OR TOUR in Q.14-b)--GO BACK TO SECTION 14-b) ON PREVIOUS PAGE AND LOOK--ANSWER Q.14-d). OTHERWISE SKIP TO Q.15.

14-d) What was the total amount paid, for all household members, for the prepaid package or tour?

Total Amount	Is this amount in...
_____	Canadian $ [ ]
	American $ [ ]
	Other Currency? _____ (SPECIFY CURRENCY)

15-a) Now please record below your best estimate of all spending while in Ontario by you and other household members in each of the following categories. Please include all spending in the province, whether paid for by cash, travellers cheque or credit card. Do not include any of the prepaid expenses you may have included in Q.14.

	Amount Spent in Ontario	Are these Amounts in...
Air transportation		Canadian $ [ ]
• Canadian carriers/companies ...	_____	American $ [ ]
• Other carriers/companies	_____	Other Currency?
Train, bus, ship		_____
• Canadian carriers/companies ...	_____	(SPECIFY
• Other carriers/companies	_____	CURRENCY)
Automobile expenses (gas, oil repairs, car rental, etc.)	_____	
Local transportation (taxi, bus, subway, etc)	_____	
Accommodation (excluding food)...	_____	
Food or beverage	_____	
Recreation or pleasure	_____	
All other purchases or spending .	_____	

15-b) (ANSWER ONLY IF THIS LINE IS $300 OR MORE:) Were there any individual items bought in this last amount which cost $300 or more? Please specify these items below.

NONE [ ]

_____

_____

16-a) Thinking of the 6 months prior to this visit to Ontario, do you recall seeing or hearing any advertising for vacation travel in Ontario before you left home?

No [ ] IF CHECK HERE,
Don't Know [ ] SKIP TO Q.17.

Yes [ ]

16-b) Where was that advertising seen or heard? Check as many as apply.

1	Brochure	[ ]	6	T.V.	[ ]
2	Magazine advertisement	[ ]	7	Billboard	[ ]
3	Newspaper advertisement	[ ]	8	Travel agency	[ ]
4	Booklet/supplement in newspaper	[ ]	9	Ontario Travel Centre	[ ]
5	Radio	[ ]		Other (PLEASE SPECIFY)	

_____

-c) To what degree did seeing or hearing that advertising... (READ EACH STATEMENT AND CHECK ANSWER WHICH APPLIES.)

	To A Large Degree	To A Small Degree	Not At All
• Prompt you to find out more about Ontario?	[ ]	[ ]	[ ]
• Influence your decision to travel to Ontario?	[ ]	[ ]	[ ]
• Help you decide which places or attractions to visit?	[ ] 1	[ ] 2	[ ] 3

EVERYONE:

17-a) Had you, or any household members with you, visited Ontario before this trip?

Yes [ ] No [ ] IF CHECK HERE, SKIP TO Q.18.

-b) In what year was that last visit?

1985	[ ]	2	1981	[ ]	6
1984	[ ]	3	1980	[ ]	7
1983	[ ]	4	1979	[ ]	8
1982	[ ]	5	1978 or earlier	[ ]	9

Now, a few questions to help describe the people we have asked to fill out this questionnaire.

18. Could you please check your age and highest education attained. Then, if there are other persons in your household travel party, please describe each of the other people age 15 and over, starting with the oldest first.

	All Adults Age 15+						
	Self	Others: Oldest	Next Oldest	Next Oldest	Next Oldest	Next Oldest	
Sex							
Male	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	1
Female	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	2
Age							
15 to 19 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	1
20 to 24 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	2
25 to 34 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	3
35 to 44 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	4
45 to 54 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	5
55 to 64 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	6
65 years and over	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	7
Highest Education Attained							
Elementary/public school	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	1
High school	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	2
Post-high school (non-university)	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	3
University	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	4
OTHER (PLEASE SPECIFY)	_____	_____	_____	_____	_____	_____	

19. What is the occupation of the chief wage earner in your household? I don't mean the name of the company, but just the type of job and type of company.

_____ in _____
(TYPE OF JOB) (TYPE OF COMPANY)

IF RETIRED, CHECK HERE ... [ ] ... AND ANSWER: What was his/her occupation before he/she retired?

_____ in _____
(TYPE OF JOB) (TYPE OF COMPANY)

20. Could you please check the total income of your household before taxes in 1984.

Less than $12,000	[ ]	1	Is this amount in...
$12,000 to $17,999	[ ]	2	Canadian $ [ ]
$18,000 to $23,999	[ ]	3	American $ [ ]
$24,000 to $29,999	[ ]	4	Other currency? [ ]
$30,000 to $39,999	[ ]	5	(If other please enter currency
$40,000 to $49,999	[ ]	6	and amount below)
$50,000 to $59,999	[ ]	7	_____ _____
$60,000 or over	[ ]	8	(CURRENCY) (AMOUNT)

21. In total, how many people contributed to that income in 1984?

1 [ ] 2 [ ] 3 [ ] 4 or more [ ] individual(s)

22. What comments would you like to make, either positive or negative, about your stay in Ontario?

_____

_____

_____

Thank you for your help. Please accept the enclosed "Yours To Discover" bumper sticker as a token of our appreciation.

At some point in the future we may want to contact some of the people surveyed for additional information. May we contact you if necessary?

Yes [ ] No [ ]

What is your...

Name: _____

No./Street: _____ Apt.: _____

Town/City: _____ Province/State/Country: _____

Postal/Zip Code: _____ Phone: _____

Once again, thank you very much for your help.

APPENDIX VI
CONFIDENCE INTERVALS

Confidence Intervals

The following two tables (Table A and Table B) outline the confidence intervals for a range of projections of person trips. These confidence intervals are the intervals within which the true or population value underlying the projection may be expected to fall with a 95 percent probability.

Throughout the summary tables found in this report, results are basically given in two forms: in actual person trips or as a percentage.

Table A is designed to give the confidence interval in person trips for an observed result which is stated in terms of person trips. Table B is designed to give the confidence interval as a percentage for an observed result which is stated in terms of a percentage.

Thus the confidence interval will be indicated in two ways:

Table A: the projected number of person trips plus or minus a certain number of person trips.

i.e., 5,000 person trips $\pm$ 200 person trips which is 4,800 to 5,200 person trips

Table B: the percentage observed plus or minus a certain percentage.

i.e., 75 percent $\pm$ 5 percent
which is 70 percent to 80 percent

These intervals should be read as follows: "The true value for the population as a whole will fall within the range specified, from the projection/percentage minus the number, to the projection/percentage plus the number, with a 95 percent probability."

To read Table A:

1) Look for the base (in person trips) on the summary table.

2) On Table A, find this number (or the one closest to it) in the column headed "Base: Person Trips".

3) If you wish to know the confidence interval for the base of the summary table, read across to the figure in the column headed "100%". For example, look at "Table 1: Total Visitors" of this report under the column titled "Person Trips". Notice that the base for this table is 25,142 person trips. To determine the confidence interval in person trips for this figure look down the column in Table A titled "Base: Person-Trips ('000)" for the closest figure. In this case it is 25,000. Since the 25,142 figure in Table 1 is the base for that entire column, look across on Table A to the column marked "100%". This is the margin of error for the 25,142 figure. The margin of error is 1,500 person trips, therefore the confidence interval is 23,642 (25,142 - 1,500) to 26,642 (25,142 + 1,500). This should be read as "there is a 95 percent probability that the true answer falls between 23,642 person trips and 26,642 person trips" (remember these figures are in thousands as well).

4) If you wish to know the confidence interval for any other projection on the summary table, determine the proportion of this projection to the base, and then read across to the figure in the appropriate column. For example, again from "Table 1: Total Visitors" of this report, under the column headed "Person Trips", the figure for the first quarter is 3,823 person trips. To determine the confidence interval in person trips for this figure it is first necessary to determine its proportion of the base figure of 25,142 person trips. Since the proportion is 15.2 percent, look down the column in Table A closest to this figure. In this case, 15 percent is right between the 10% and 20% columns, so it is better to be conservative and round upwards to 20% to have a larger margin of error.

The original figure of 3,823 person trips is closest to the 4,000 figure found in the "Base" column of Table A. Where the "4,000 Person Trips" row and the "20%" column meet is the margin of error of 165 person trips. Therefore, the confidence interval is 3,658 (3,823 - 165) to 3,988 (3,823 + 165). This should be read as "there is a 95 percent probability that the true answer falls between 3,658 person trips and 3,988 person trips.

To read Table B:

1) Look for the base (in person trips) on the summary table.

2) On Table B, find this number (or the one closest to it) in the column headed "Base: Person Trips".

3) To determine the confidence interval for any percentage on the summary table, read across to the figure in the column headed by a percentage which is closest to the one from the summary table. For example, again from "Table 1: Total Visitors" of this report under the column titled "Person Trips", the figure for the first quarter is 15.2 percent. To determine the confidence interval for this figure, look for the base upon which the percentage was calculated (in this case, 25,142 person trips). Look for the closest number to this in the column "Base: Person Trips ('000) in Table B (in this case, 25,000). Read across the row to the column headed by a percentage closest to 15.2 percent. Here it is right between the "20%" and "10%" columns so it will be best to use the "20%" column since it is more conservative in its estimate of the margin of error. The margin of error is 2.0 percent; therefore, the confidence interval for the 15.2 percent figure in Table 1 is 13.2 percent (15.2% - 2.0%) to 17.2 percent (15.2% + 2.0%). This should be read as "there is a 95 percent probability that the true answer falls between 13.2 percent and 17.2 percent".

Table A

CONFIDENCE INTERVALS

(Margin of error for observed projections in person trips, at the 95 percent probability level)

	Proportion of Base: Person Trips ('000)											
Base: Person Trips ('000)	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	5%	1%
200	57	65	64	60	56	51	45	38	29	19	13	5
400	87	97	95	90	83	75	66	55	43	28	18	7
600	113	125	121	115	106	95	83	69	54	35	23	9
800	136	149	145	136	125	113	98	82	63	40	26	10
1,000	158	172	166	156	144	129	112	93	72	46	30	12
2,000	256	273	261	244	223	199	172	142	108	68	44	17
4,000	423	441	418	388	352	312	267	219	165	102	65	24
6,000	574	590	557	514	464	410	350	284	213	131	82	30
8,000	713	727	683	629	567	498*	424	344	256	156	98	35
10,000	845	856	803	737	662	581	493	399	296	180	111	40
12,000	970	977	915	838	752	658	558	450	333	201	124	44
14,000	1,088	1,091	1,020	933	836	731	618	497	368	221	136	48
16,000	1,200	1,200	1,120	1,023	916	800	676	543	400	240	147	52
18,000	1,304	1,301	1,213	1,107	990	864	729	586	430	258	158	55
20,000	1,400	1,394	1,299	1,185	1,059	924	779	625	459	274	167	58
25,000	1,500	1,500	1,400	1,279	1,145	1,000	845	679	500	300	184	65

* Read "If the observed result on a base of 8,000 person trips is 4,000 person trips (i.e., 50% of 8,000), then there is a 95 percent probability that the true answer falls between 3,502 (4,000 - 498) and 4,498 (4,000 + 498).

Table B

CONFIDENCE INTERVALS

(Margin of error for observed projections in person trips, at the 95 percent probability level)

	Observed Result in Percent											
Base: Person Trips ('000)	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	5%	1%
200	28.5	32.5	32.0	30.0	28.0	25.5	22.5	19.0	14.5	9.5	6.5	2.5
400	21.8	24.3	23.8	22.5	20.8	18.8	16.5	13.8	10.8	7.0	4.5	1.8
600	18.8	20.8	20.2	19.2	17.7	15.8	13.8	11.5	9.0	5.8	3.8	1.5
800	17.0	18.6	18.1	17.0	15.6	14.1	12.3	10.3	7.9	5.0	3.3	1.3
1,000	15.8	17.2	16.6	15.6	14.4	12.9	11.2	9.3	7.2	4.6	3.0	1.2
2,000	12.8	13.7	13.1	12.2	11.2	10.0	8.6	7.1	5.4	3.4	2.2	0.9
4,000	10.6	11.0	10.5	9.7	8.8	7.8	6.7	5.5	4.1	2.6	1.6	0.6
6,000	9.6	9.8	9.3	8.6	7.7	6.8	5.8	4.7	3.6	2.2	1.4	0.5
8,000	8.9	9.1	8.5	7.9	7.1	6.3*	5.3	4.3	3.2	2.0	1.2	0.4
10,000	8.5	8.6	8.0	7.4	6.6	5.8	4.9	4.0	3.0	1.8	1.1	0.4
12,000	8.1	8.1	7.6	7.0	6.3	5.5	4.7	3.8	2.8	1.7	1.0	0.4
14,000	7.8	7.8	7.3	6.7	6.0	5.2	4.4	3.6	2.6	1.6	1.0	0.3
16,000	7.5	7.5	7.0	6.4	5.7	5.0	4.2	3.4	2.5	1.5	0.9	0.3
18,000	7.2	7.2	6.7	6.2	5.5	4.8	4.1	3.3	2.4	1.4	0.9	0.3
20,000	7.0	7.0	6.5	5.9	5.3	4.6	3.9	3.1	2.3	1.4	0.8	0.3
25,000	6.0	6.0	5.6	5.1	4.6	4.0	3.4	2.7	2.0	1.2	0.7	0.3

* Read "If the observed result on a base of 8,000 person trips is 50 percent, then there is a 95 percent probability that the true answer falls between 43.7 percent (50% - 6.3%) and 56.3 percent (50% + 6.3%).